

2015 Budget Input Summary

Introduction

As part of its commitment to community engagement, the City of Carlsbad regularly seeks input from the public on issues and priorities. Increasingly, members of the Carlsbad community are demonstrating a preference for online opportunities to engage with the city. Each year the city holds a “citizens budget workshop” to present the draft city budget, answer questions and gather input that is passed along to the City Council. This year, in addition to this workshop, the city decided to seek feedback about budget priorities online.



Methodology

Input was solicited Feb. 17 through March 6, 2015, via an online questionnaire. The questionnaire was distributed to everyone signed up to receive city email notifications and promoted through the city website and social media channels. A total of 915 people provided feedback through the questionnaire. To focus on gaining input from Carlsbad residents, respondents were required to enter their addresses, and only one response was allowed per IP address (a unique string of numbers that identifies each computer using an “Internet Protocol”), reducing the likelihood of multiple responses from the same person.

Input from this survey should be considered in a similar way to input received during public comment at a City Council meeting, remarks at a public workshop or comments provided via email to city staff. Due to the way survey participants were identified, the survey sample is not necessarily representative of the entire Carlsbad population, nor can the responses be generalized to the larger population with a known margin of error. In other words, the results should be interpreted as descriptive rather than representative.

The city conducts an annual telephone survey using social scientific research methods that enable results to be generalized to the greater population. If further exploration of any of the ideas identified in this report is desired, they could be incorporated into the annual resident satisfaction survey, conducted each August.

Sample

Participants who provide feedback were fairly evenly split among Carlsbad’s four ZIP codes, with more in 92008. Only 2 percent of respondents listed a home address outside Carlsbad.

More than half (55 percent) do not have children living at home. About 40 percent have between one and three children at home.

Respondents were also fairly evenly split in terms of how long they had lived in Carlsbad.

Lived in Carlsbad

0-2 years	13.50%
3-6 years	20.32%
7-10 years	17.65%
11-20 years	25.40%
20+ years	23.13%

Analysis

Due to the qualitative nature of this public engagement process, responses to the open-ended questions are summarized in terms of themes rather than percentages. Verbatim responses for each question are also include included for reference.

Questions

The online questionnaire focus on the core values of the Carlsbad Community Vision, which was developed through a nearly two year public outreach and involvement process involving thousands of community members. These values help guide city priorities and spending. The order in which the values were presented varied from survey to survey to avoid potential primacy and recency bias.

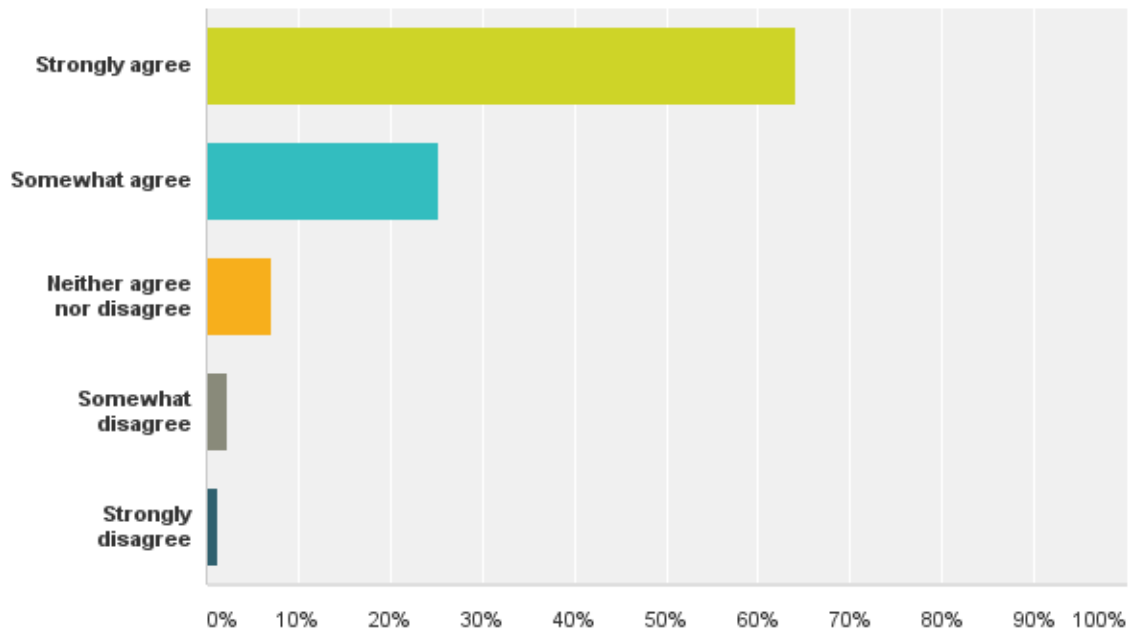
How This Input Will Be Used

This report has been shared with city staff in all departments, including department directors and budget analysts. The report will also be shared with the City Council, along with input from the budget workshop, prior to the budget's adoption. Some ideas identified by the community are reflected in the proposed 2015-16 budget, while others could be considered in future years. Still others could benefit from additional exploration with the community.

Small town feel, beach community character and connectedness

Q1 Small town feel, beach community character and connectedness
Enhance Carlsbad's defining attributes – its small town feel and beach community character. Build on the city's culture of civic engagement, volunteerism and philanthropy.
Do you agree or disagree that this is an important value for Carlsbad?

Answered: 834 Skipped: 81



What should the city do, either right now or in the future, to help achieve the value of "Small town feel, beach community character and connectedness?"

The beach came up in many contexts, although keeping the beach clean was among the strongest themes. Parking was a concern, with some respondents feeling squeezed out by paid parking. Several respondents wanted to see more organized events at the beach.

Many respondents said the city had lost the "small town feel." Others said that the way to retain it was to limit large development and big chain retailers and to encourage and promote small, family-owned businesses.

A number of respondents favored limiting growth, particularly "high rises" and "big box" stores. Respondents were largely supportive of efforts to promote walking and bicycling. Some felt the city should do more to prevent the loss of agricultural land to development.

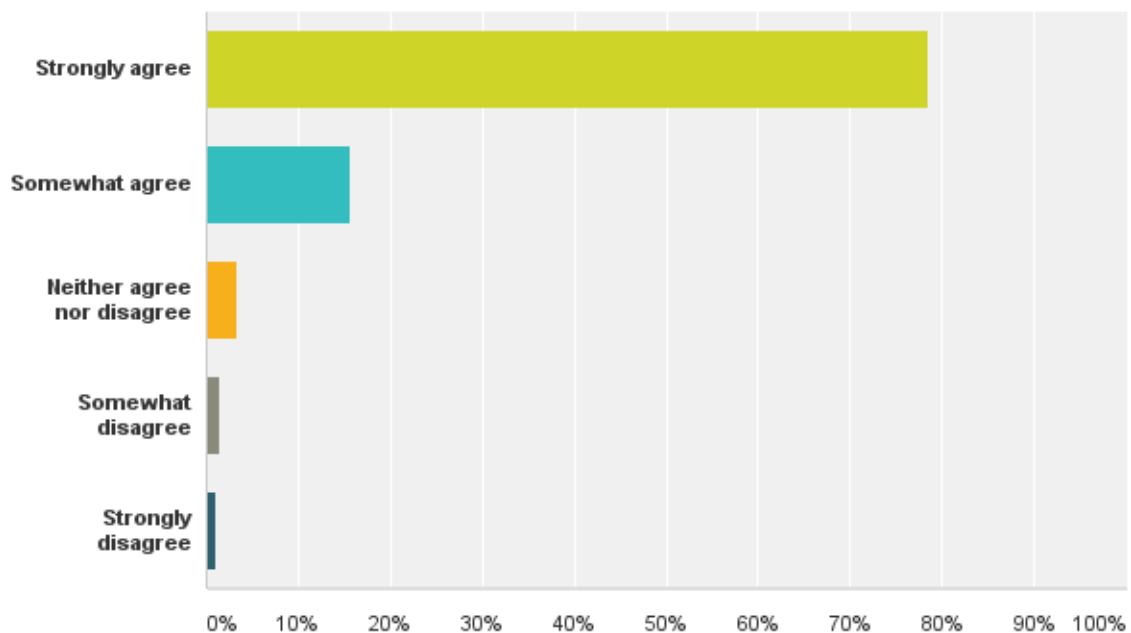


A word cloud of responses to the survey question. The words are arranged in a grid-like fashion, with some words appearing in larger fonts than others. The words include: Job, Attract People, Downtown Area, Shopping Centers, Residents, Vacation Rental, Stop Building, Efforts, Small Business, Answer, Community, Palomar Airport, Beach, Volunteer Opportunities, Carlsbad, Special, Small Town, Pedestrian Friendly, Local, Residential, Limit, and Great Idea.

Access to recreation and active healthy lifestyles

Q3 Access to recreation and active, healthy lifestyles
Promote active lifestyles and community health by furthering access to trails, parks, beaches and other recreation opportunities. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 833 Skipped: 82



What should the city do, either right now or in the future, to help achieve the value of “Access to recreation and active healthy lifestyles?”

The city got generally high marks here, with most people saying they appreciate city trails and efforts to make the streets more bicycle friendly. In that same vein, some would like to see more connections between trails and connections to neighboring cities’ trails. They also would like to see dedicated bicycle trails, so riders don’t have to share space with vehicles.

Fitness Recreation Facilities Pool Dirt Trails
Healthy Lifestyle Golf Course Pickleball
Encourage Walking Lagoon Green Carlsbad
Pedestrian Beach Ensure Parks Rail Trail
Bike Designated Open Space Camino Real
Dedicated Bicycle Paths Courts Rec Classes Water

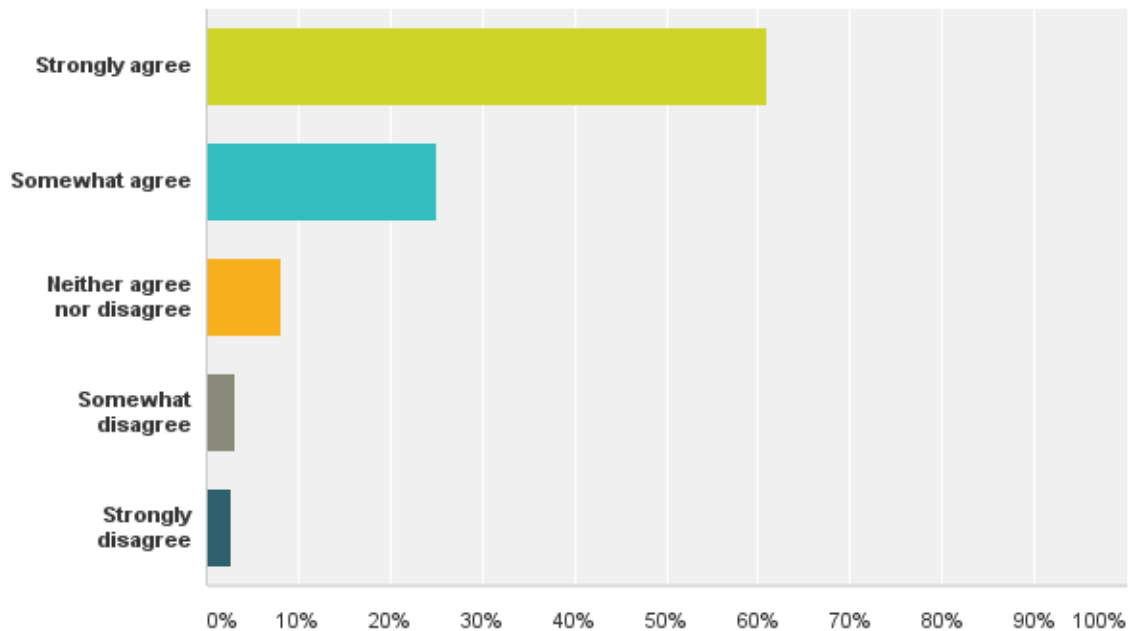
Also getting mention were more affordable recreational programs, pickleball courts, kayaking on the Batiquitos Lagoon, more dog parks and beach access for dogs.

Many respondents mentioned the importance of open space. The beach is also a popular idea, and some people would like to see more organized activities that get people together at the beach.

High quality education and community services

Q5 High quality education and community services
Support quality, comprehensive education and life-long learning opportunities, provide housing and community services for a changing population, and maintain a high standard for citywide public safety. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 819 Skipped: 96



*What should the city do, either right now or in the future, to help achieve the value of “**high quality education and community services**?”*

Responses in this category were very diverse: pay teachers more; pay teachers less; provide smaller class sizes; allow more charter/private schools; upgrade school facilities; provide more affordable housing; get out of the affordable housing business. No consistent theme emerged in these areas.

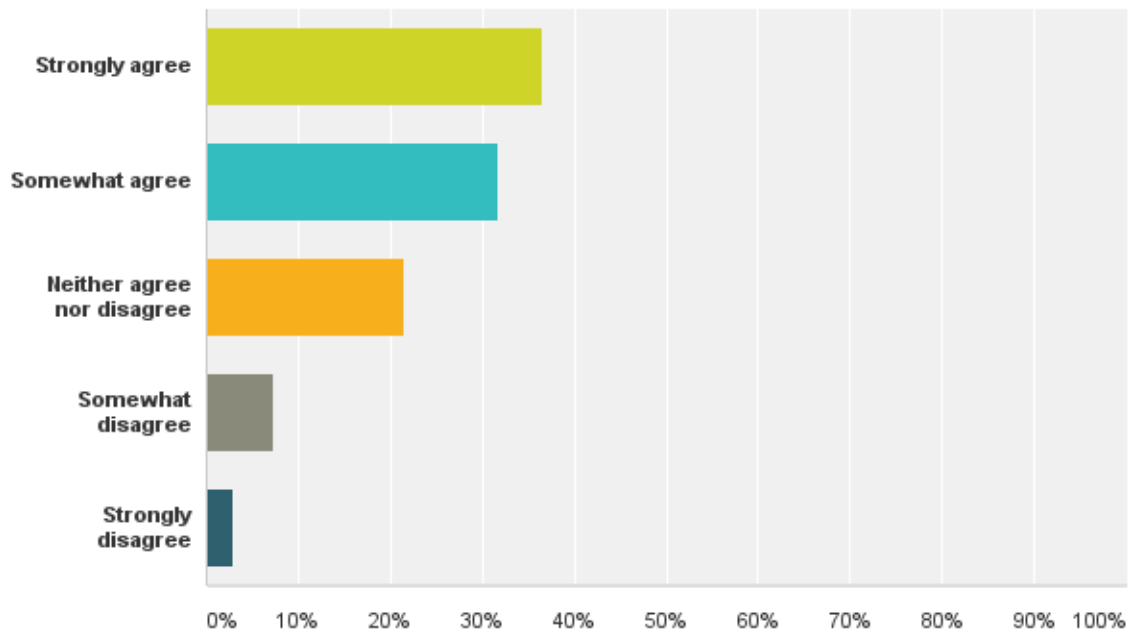
The Carlsbad City Library on Dove Lane was praised, while some complained that the Georgina Cole Library was in need of upgrades. Several mentioned the importance of senior services. Some people were aware of the city’s drive to attract a higher education institution, but were unsure if it’s necessary.

City Employees Second Language Senior Center
Good Work Higher Council Public Safety Traffic
Teachers Classes for Adults Programs
Highest Housing Marcos Schools
Homeless Carlsbad Open Space
Community Services Aging Population

History, the arts and cultural resources

Q7 History, the arts and cultural resources Emphasize the arts by promoting a multitude of events and productions year-round, cutting-edge venues to host world-class performances, and celebrate Carlsbad's cultural heritage in dedicated facilities and programs. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 825 Skipped: 90



*What should the city do, either right now or in the future, to help achieve the value of “**History, the arts and cultural resources?**”*

Many expressed support for the city’s arts initiatives, such as TGIF concerts. Some people would like to see a better venue for music and stage presentations.

Increase Theatre Cultural Productions Businesses Organizations
Family Film Festival Doing a Great Job Small Town City is Doing
Children Professionals Fairs Talent Opinion
Concerts Carlsbad
Arts Offer Events Projects Park
Cutting Edge Music Venue

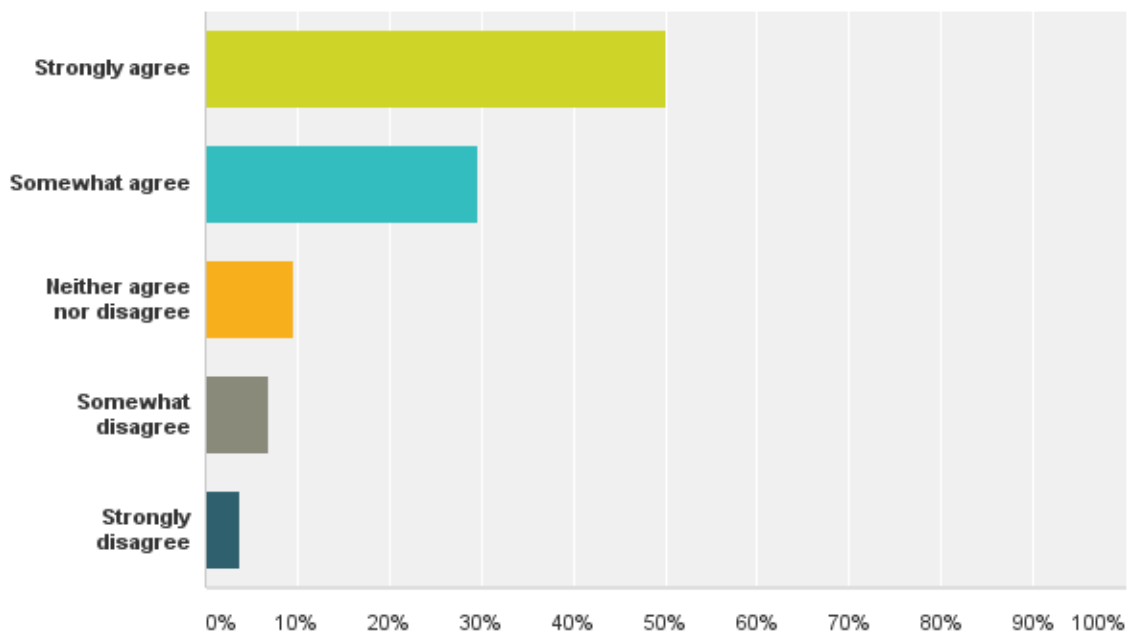
Many people were engaged in this issue and had specific suggestions, such as:
more TGIF concerts at Alga Norte

Community Park; make north State Street an arts hub; put on small live street theater presentations; build an outdoor theater; and build a children’s theater. Other ideas included emphasize historical presentations and historical displays at libraries; hold events where “old timers” who were part of Carlsbad’s history tell their stories; have a Carlsbad history day; and do better promotion of cultural/arts events. Some suggested a performing arts center, but there were also detractors to that idea and occasional suggestions for a more accessible sculpture garden.

The local economy, business diversity and tourism?"

Q9 The local economy, business diversity and tourism
Strengthen the city's strong and diverse economy and its position as an employment hub in north San Diego County. Promote business diversity, increased specialty retail and dining opportunities, and Carlsbad's tourism.
Do you agree or disagree that this is an important value for Carlsbad?

Answered: 835 Skipped: 80



*What should the city do, either right now or in the future, to help achieve the value of “**The local economy, business diversity and tourism?**”*

The predominant themes here were to promote and retain small businesses; encourage life sciences and tech firms, since they pay well and are clean businesses; de-emphasize tourism, because it promotes traffic and chain restaurants and stores, and people prefer home-grown businesses; and work with Village businesses to promote the Village by placing tourist “aides” downtown who direct people toward businesses, restaurants and attractions. Another suggestion was having trams to get people around the Village.



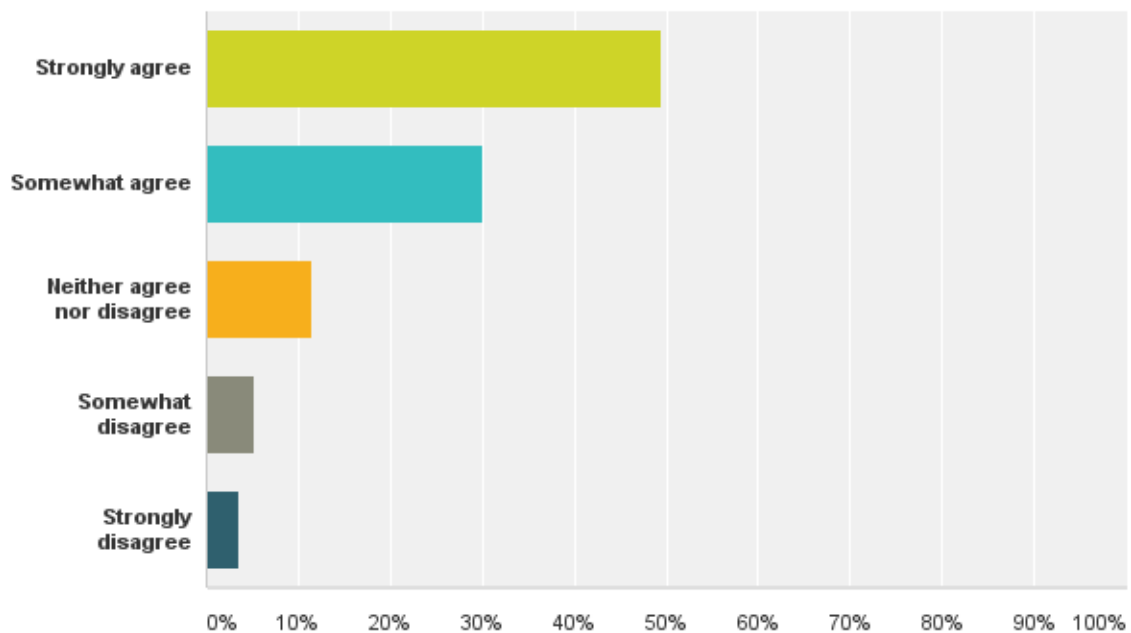
A word cloud of teal-colored terms related to local economy and tourism. The words are arranged in a cluster, with some appearing larger than others. The terms include: Shopping Centers, Low Cost, Quality of Life, Golf Course, Small Town, Power Plant, Attract, Infrastructure, Development, Tax Incentives, Village, Connect, Businesses, Activities, Carlsbad, Public Transportation, Tourism, Process, Parking, Population, Jobs, Breweries, and Mall.

Some commented that permit requirements for new businesses are burdensome. And, some people would like to see greater variety of restaurants at the beach and in the Village.

Neighborhood revitalization, community design and livability

Q11 Neighborhood revitalization, community design and livability
Revitalize neighborhoods and enhance citywide community design and livability. Promote a greater mix of uses citywide, more activities along the coastline and link density to public transportation. Revitalize the downtown Village as a community focal point and a unique and memorable center for visitors, and rejuvenate the historic Barrio neighborhood. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 829 Skipped: 86



*What should the city do, either right now or in the future, to help achieve the value of “**Neighborhood revitalization, community design and livability?**”*

Several respondents perceive a lack of parking in the Village, while others would like to see a street, such as State, closed to vehicles. Some people want to see more neighborhood parks, where they can sit and contemplate. Residents perceive a tension between revitalization and preserving neighborhood character, and fear that revitalized neighborhoods will price out people who live there.

Crowded Dedicated Pickleball Value Community Events
Encourage Force Public Transportation
Train Tracks Business Stop Signs Downtown
Affordable Village Community Design
Carlsbad Bike Lanes Barrio Farmers Market
Neighborhood Special Street Costa Ave

There were several suggestions to improve public transportation. Respondents said it is inefficient and doesn't go where they want to go, and buses are infrequent. They would like to see low-cost tram service or pedicabs in the Village and Barrio, or even a bike rental program. Some suggested a better connection between the Village and Barrio would help improve the Barrio. There are some who oppose spending any money to do any revitalization, saying it is a private sector responsibility. There were several mentions of a better connection to the beach via Chestnut across the railroad tracks.

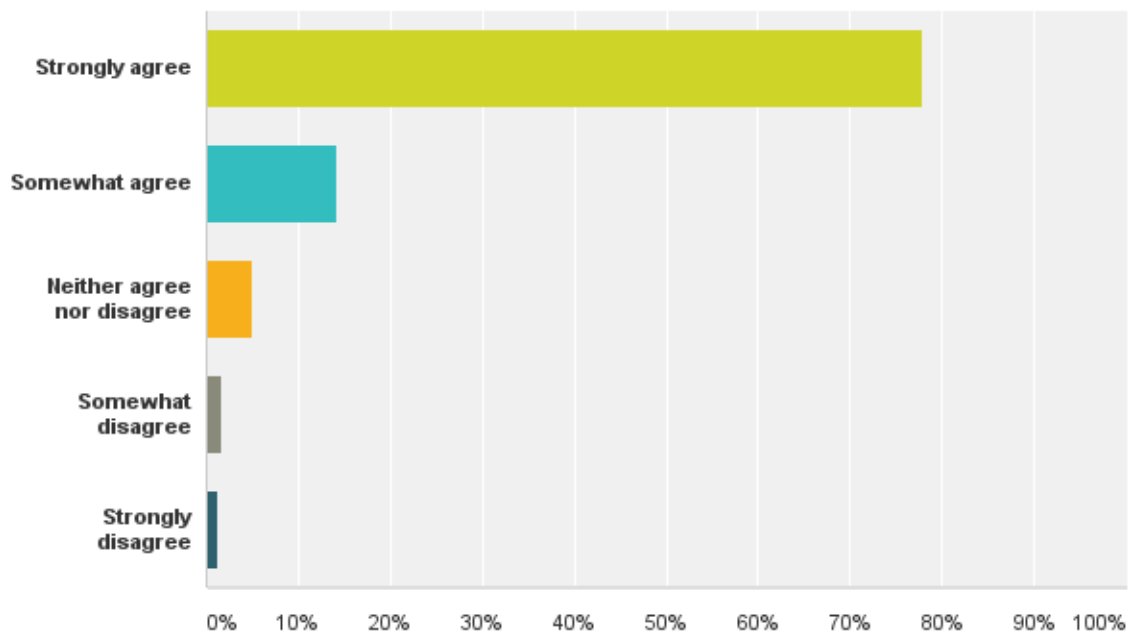
Several people suggested placing utilities underground, particularly in the Village and Barrio. Others say a lack of sidewalks in some neighborhoods intimidates pedestrians.

Some people perceive a lack of character in downtown Carlsbad and want it to look like Santa Barbara, whereas others find Carlsbad quite charming and don't want it to change. There were suggestions to rejuvenate some of the older shopping centers, such as at the Carlsbad Village Drive/I-5 interchange, and just east of the Tamarack/I-5 interchange. They say those reflect poorly on the city.

Open Space and the Natural Environment

Q13 Open Space and the Natural Environment
Prioritize protection and enhancement of open space and the natural environment. Support and protect Carlsbad's unique open space and agricultural heritage. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 826 Skipped: 89



What should the city do, either right now or in the future, to help achieve the value of “Open Space and the Natural Environment?”

“Development” became the catchword response to this question, with many residents calling for no more development. Many people wanted areas set aside for natural preserves and wanted developers to keep large portions of their areas for the natural environment. Some respondents criticized the city for not living up to a pledge

to keep 40 percent of the city as open space. Some respondents want the city to buy up all the remaining undeveloped land and designate it as open space. There was some concern about open space that is closed off to the public. Some want to see more dog parks or a beach area open to dogs.

There were a few advocates of turning Buena Vista Reservoir into a park; also there were a couple suggestions to make Buena Vista Lagoon more accessible, if only as a passive park that people could enjoy. The city’s trail system is very popular, with people asking for more connections, more lagoon trails and cleaner trails.

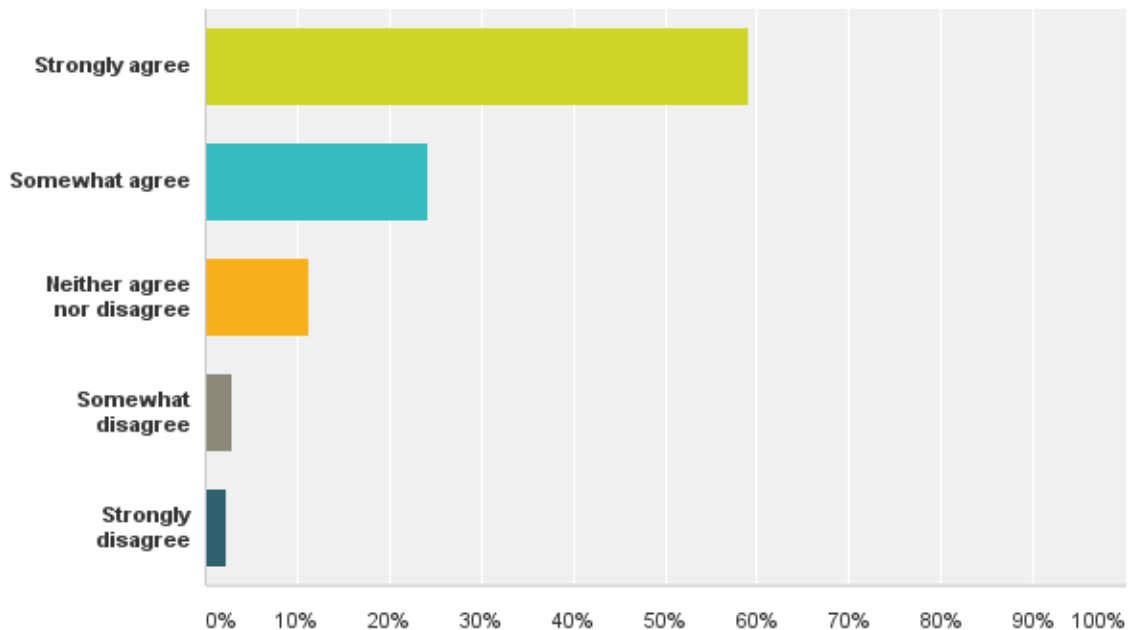
Many people expressed appreciation for the strawberry fields, and some expressed concern about a possible commercial center there.

Flower Fields Tract Homes Built High Priority Growth
Tax Revenue Road Cut Stop Building Tamarack
Parks Prevent Development Set Aside
Open Space Palomar Airport Trails
Preserve the Environment Carlsbad Shopping Center
Important High School Agriculture New Construction

Sustainability

Q15 Sustainability Build on the city's sustainability initiatives to emerge as a leader in green development and sustainability. Pursue public/private partnerships, particularly on sustainable water, energy, recycling and food. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 835 Skipped: 80



What should the city do, either right now or in the future, to help achieve the value of “Sustainability?”

Water availability and consumption were top of mind for respondents to this question. Many people were against lawn irrigation and favored charging for water on a sliding scale to deter lawn watering. Some people wanted to see more emphasis on conservation and conservation education. There was

awareness of desalination, with most of those who addressed that topic supporting it. Some tie water to growth, concerned there’s not enough water to support new residents, so the city should stop building. Some people would like to see legalized gray water use.

Many supported solar projects and would like the city to incentivize solar photovoltaic systems on homes and businesses. People appreciate the automated recycling and want to see more green recycling and city support of composting.

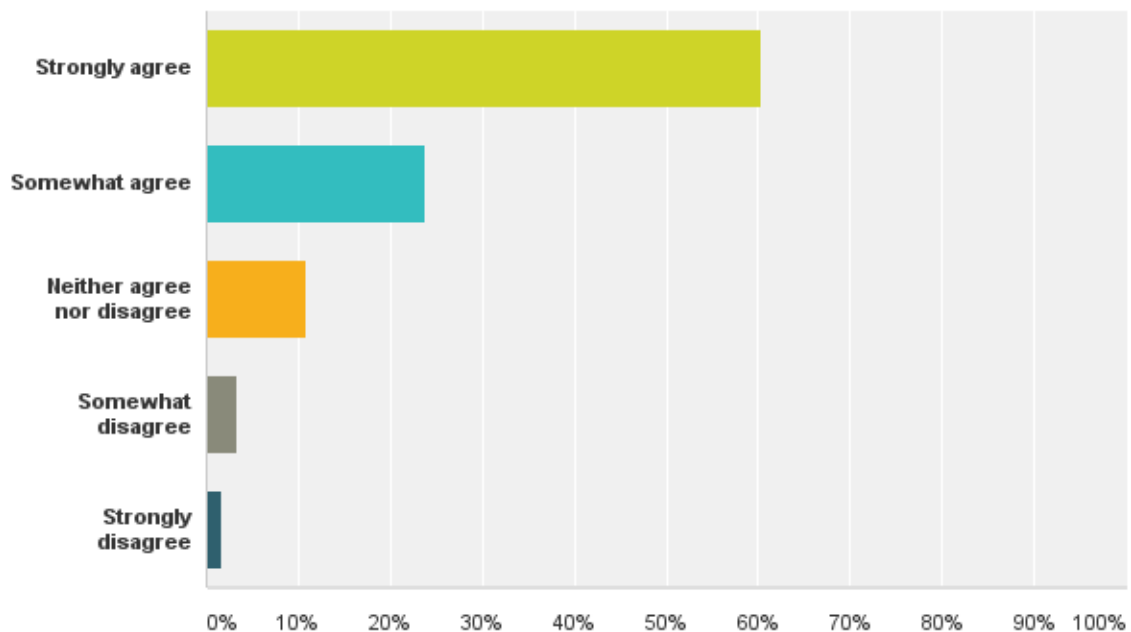
There were suggestions to collect and use storm water runoff. Some people believed that there’s not enough recycling going on in the schools. Some suggested promoting the use of drought tolerant and native plants in landscaping and educating people on these practices. Also, some suggested establishing more community gardens.

Citizens Composting Program Plastic Bags Good Work
Desalination Plant Sense Solar Energy
Course Public Job Sustainability Money
Recycling Solar Panels Water
Desal Plant Green Farmers Markets
Development Garbage Parking Replace Lawns

“Walking, biking, public transportation and connectivity?”

Q17 Walking, biking, public transportation and connectivity Increase travel options through enhanced walking, bicycling and public transportation systems. Enhance mobility through increased connectivity and intelligent transportation management. Do you agree or disagree that this is an important value for Carlsbad?

Answered: 834 Skipped: 81



What should the city do, either right now or in the future, to help achieve the value of “Walking, biking, public transportation and connectivity?”

Many people mentioned that they would like to see dedicated bike paths where they didn't have to share roadway space with cars. Several people said that they feel unsafe traveling in bike lanes next to cars traveling at high speeds. Some people wanted bicycles kept off the roads and for the city to do nothing to promote bicycling.

Safety Speed Limit School Ensure Safe Downtown
Crossing at Chestnut Bus Coast Highway Traffic Able
Public Transportation Local Trails
Town Walking Street Lights Bike Lanes
Priority Bike Paths Great Job Stop Cost
Coaster Friendly Areas Carlsbad Blvd Village Station

Some people commented that they like what's being done in the Village to promote bicycling. A lot of interest was shown in Carlsbad Boulevard, on several fronts, with people wanting to see more attention paid to making it more pedestrian and bicyclist friendly by providing crosswalks and widening bike lanes. Some mentioned the importance of getting a new railroad crossing along Chestnut in the Barrio, either by bridge or tunnel, or by undergrounding the tracks. Several people commented on public transportation, with the major theme being that the system is inadequate.

There were also several comments about connecting the city's trails system, and a few about connecting Poinsettia's two segments.

What else would you like the City of Carlsbad to consider when developing its budget?

The question was intended to ensure respondents had an opportunity to make suggestions outside of the Community Vision core values. However, most of the topics that came up in response to this question also appeared as answers to previous questions.

The responses were quite varied, indicating divergent opinions on many city issues. For example, some respondents said pay city employees less; others said pay employees more. Some wanted more city spending on the Village and Barrio; others said spend less on the Village and Barrio. Some said make the streets safer for bicycles; others said get bicycles off city streets. Some want Palomar Airport closed; others want it expanded.



A word cloud of topics mentioned in the budget input summary. The words are arranged in a grid-like fashion, with some words appearing in larger fonts than others. The topics include: Events, Beautiful City, Tax, Long Term, Stop, Good Job, Street, Golf Course, Development, Shopping, Beach, Pay, Park, Costs, Carlsbad, Citizens, Community, Small Business, Traffic, Family Friendly, Schools, Affordable Housing, Budget, Good Work, Open Space, Negative Impact, and Police.

Verbatim Responses

What should the city do, either right now or in the future, to help achieve the value of "Small town feel, beach community character and connectedness?"

Verbatim Responses: Small town feel, beach community character and connectedness

- Get rid of the ugly power plant on the coast
- Host more beach events such that feature the arts of this community. Perhaps, make the streets around the beach more pedestrian friendly so you don't see the line of cars along the beach.
- Do an environmental study to expand the runway at CLD to ensure Carlsbad residents can continue to commute easily.
- more places to ride beach cruisers, rollerblade etc. we do love the main snack stand and rental shop/bathrooms at moonlight beach. it's really appealing to go there as our beach. there is room for something like that at Ponto - it would be wonderful!
- Agree w/ growing the initiatives w/ State parks on beach mgmt.; DO NOT support or endorse the Caruso plans for the Cannon/I-5 property... do NOT let it be developed.
- 1) Do not allow any more four story buildings (I know its too late for one, but no more. It was a huge mistake!)
- 2) Slow the traffic down on Carlsbad Blvd. (Coast Hiway) south of Palomar Airport Rd. to La Costa Blvd. Commuters use it as an alternate to the 5 fwy.
- Don't allow big, gaudy electronic billboards
- Increase parkland and open space at least commensurate with development.
- Promote family owned businesses rather than permitting chains. Garcia's helps define and enhance Carlsbad better than a Denny's would.
- comfortable with status.
- We have it right now to a certain extent and are losing it by building more homes. Beach towns need to be able to breathe and bringing in more homes, people, cars etc. creates a loss of open space that I for one used to love about Carlsbad.
- Keep Palomar airport small, no further expansion.
Limit future height of buildings to 3 stories in all of carlsbad except Barrio at 2 stories.
- After being in this town for 26 years I have seen the city lose some of that small town feel. Especially in the last few years with the rapid development of the southern area and the addition of another high school we really don't have the same feel that we do when I came to this community in the late 80s. The city can still have that type of connectedness but probably more on the neighborhood basis of possibly Lacosta area, the downtown area, old Carlsbad,. With the city over 100,000 or getting over hundred thousand we really can't hold on to that same feeling for the whole city.
- It is a state of mind!
- Keep Carlsbad Scenic and Uncluttered!!! Limit excessive growth in population, housing, businesses, and traffic.
- i originally liked that about Carlsbad, but with all the construction that occurs in the southeast end, that feeling is gone
- Work with State Parks to improve beach facilities. Consider a beach park at tamarack for kids. Improve beach access from the Barrio across the train tracks.
- I think the city already does an excellent job at this

Verbatim Responses: Small town feel, beach community character and connectedness

- Stop building on every inch of space other than lagoon or hillside. That's not open space preservation.
- Continue to put energy and resources to preserve and improve the beach experience. Find the right balance of not overbuilding and bringing traffic to the coast (and to Carlsbad), built also to improve/upgrade facilities and infrastructure.
- Place a moratorium on future development. Comply with existing ordinances and zoning rules and not approve amendments, variances, or modifications of existing regulations as designated in the original General Plan.
- Again, a bike park encourages volunteerism and stewardship of the park as a community resource.
- be able to safely ride a bicycle around town
- Protect Carlsbad's charm and small town feel.
- Making sure development is done correctly and not too quickly. Maintain as much park land as possible.
- Stop expansion. Keep the airport small
- I don't see how keeping a "small town feel, beach community character and connectedness" relate to philanthropy. But building dedicated pickleball courts would contribute to bringing the citizens together in a fun and healthy manner.
- Limit the height of new buildings in the downtown area so the village retains its charm. Encourage unique shops and restaurants rather than chain stores.
- add pickleball courts
- more volunteer opportunities
- give Philanthropists a reason to help finance some of the desired goals
- Perhaps arrange meetings/parties by a few blocks at a time
- better parking near parks and beach
- The volunteer program is already well developed. Limit high density housing to preserve the "small town" feel, and not add to already burgeoning traffic.
- Slow commercial construction in Beach areas.
- restrooms/showers at beach, clean beach, sand restoration,
- Increase community awareness for opportunities to participate in neighborhood engagement and improvements.
- Continue to find ways to engage as many community members as possible in community activities, initiatives, etc. Develop stronger ways to reach out to Carlsbad's important Spanish-speaking community.
- I would love to see police officers WALKING a beat around town . Help with directions and tourists questions.
- Do more social media promoting community events regularly such as a beach clean up day.
- Continue to promote family and community value
- Give back to the community, engage the youth and their interests, all of them. If your going to have parks for baseball, football, basketball, volleyball, lifeguards for surfers, yet cyclists are still excluded. All they need is a permanent spot they can build on and I promise you, your action cyclist will love you!
- Limit big box stores. Offer citywide free wifi. Attract companies like Google to offer high speed broadband.
- Do not let chains in the village keep it unique and special

Verbatim Responses: Small town feel, beach community character and connectedness

- See answer to number one. More events that connect people in the community with other things in the community, e.g., businesses headquartered here or events like Walk Carlsbad etc.
- start with these types of initiatives in the schools. don't spend money on the unwilling to motivate volunteerism and philanthropy when most are already working s 40+ work week. tie in campaigns with other communities. get community colleges in the area to offer credits for volunteering around the city, get high school age kids recognized on their college applications with their work at pet shelters, beach clean up's, etc.
- No more affordable housing. Enough already.
- Limit any more large housing developments
We do not have the infrastructure or the schools to support
- Add more businesses owned by people who live here, benefits for residents, meet & greets.
- Continue and enhance existing programs.
- these questions seem like a smorgasbord of "you can have it all". What are the revenues (existing) without creating more taxes to support these things? and in one question you are promoting growth and then in this you suggest small town. The two aren't necessarily compatible.
- Our family members, visitors we meet all agree that the community character is what makes this city so special
- Keep the coast natural...
- ensure current residents' priorities fully met before any efforts for tourists
- More regulations against expansion of vacation rental properties.
- Stop allowing new construction of new fancy buildings. Its a small town feel because of the simplicity and character of the buildings. We will lose the heart of our community if we allow too much destruction/construction.
- Friendly, themed directional signage. Well trained volunteer docents downtown in identifiable outfits to answer questions and make suggestions.
- More community events, gardening, lagoon and beach cleaning events.
- Keep business local,
- Would like to see more 'local artists' initiatives
- This is a great initiative but with a population of 130K this may be somewhat challenging. I love the idea, but implementation may be tricky.
- Keep as much local businesses in the village area and avoid big box and name brand companies from invading the small town vibe
- Continue to offer opportunities for residents to volunteer in environmental and ecological projects. Expand on fun community events that bring people together: i.e. music festivals, beach/surf events, walking/biking tours, weekend family events.
- Quit building new houses
- Bring the community together with more gatherings events in the village for the community throughout the year
- NO MORE HOUSES OR STRIP MALLS! Please!! Everything doesn't have to be the color of a Starbucks drink either
- Please please please do something about the littering going on at the beautiful beaches here . My friends and I pick up garbage everyday between cannon and

Verbatim Responses: Small town feel, beach community character and connectedness

Palomar And it seems to be endless . We need signs !! Big ones that say not to litter even if they look ugly it's much better than seeing beer bottles and candy wrappers on our beautiful beaches

- Keep development to a minimum
- invest more in the schools and school activities. Tie the schools to more community events...better communication and organization
- More open spaces and parks. With all the new development, Carlsbad is losing its charm and becoming like the OC
- Keep business small, local, and unique!
- I have only lived here for 4 years, but I think it's too late for the small town feel. This town is big and continues to grow!
- Take down that stupid sign. It is so ugly and distracting. It does not look anything like the old sign. Good idea, bad execution.
- Carlsbad is a big city Looking to keep its small town charm, can't have it both ways
- You are losing the small town feel due to increased density. Encourage development of single family homes, not business/lofts or apartments.
- More community events and a modernized ymca, boys and girls club and more after school programs for kids.
- Host local bands (younger bands). We have a lot for old people but nothing for the youth. Bring in more liveliness with young popular and local bands! Keep the vibe going off Carlsbad village and coast highway (the little green grass area is the best!) but we need more green grass up there so more people could hang out and enjoy it together.
- Beach activities, like jazz in the parks but at the beach. Or more enhanced beach festival with kids run (we love it but it could use more communication and more excitement)
- Town fairs and more events around the community
- limit the amount of "chains" who move into the village
- ?
- I think we are actually a big town , with a small town feel and that's the important value. Limit further new construction, and maintain open spaces at all costs. This city is full of mello roos districts and that should in itself should hopefully limit projects.
- More Carlsbad City events
- As long as the "small town feel" doesn't mean stagnation and the status quo. Smart sustainable growth that emphasizes the beach and our clean environment is the key.
- Work to keep and improve single family homes! Stop building huge condo complexes and converting single family homes into multi-unit structures. Limit growth!
- Love the small town beach community we have!
- Since Carlsbad is no longer a small town, this may be hard to do. Especially since major public facilities are being moved away from the village (the library, the arts office, even city functions are moving away)
- Maybe have a Christmas street fair or festival. I grew up in a small town called Grass Valley and they always have a summer street fair and Cornish Christmas. It's fun to celebrate holidays as a community
- Modernize
- Stop building high density housing.

Verbatim Responses: Small town feel, beach community character and connectedness

- Keep beach front area small. No high rise buildings.
- Love the look of downtown, appreciate the small businesses and shops in the village. Keep that feel, don't tear down old to build any big box shops
- Being in south east Carlsbad I don't really get the small town feel that I'm sure is felt in the village and olde Carlsbad. It would be nice to have more of that feel in our area.
- Two main things: Figure out a way to provide for cheap housing, so our youth don't get forced to move away! Bring back the In-fill/multi-use structures (or buildings of that style, but updated to modern codes and expectations). Mandate inclusion of granny flats, and affordable/ADA accessible apartments for our kids to start out, without moving to Vegas, Flagstaff, etc. Secondly: Bring out our old folks! The "jetski" was supposedly invented on Hedionda Lagoon. Some of the world's fastest dragsters set records at Carlsbad Raceway or Speedway. What surfers and surf shops were/are famous from "back in the day?" Who remembers the airport east of what is now Chestnut and El Camino real? Who used to fly in and out of there? Remember the first newspaper in-town? Where was the print shop? Are any of the people linked to it still around? Remember when iron ore used to come in by train from Lake Elsinore? (I don't either, but I've read about it.) That train line is still viewable, if you know where to look. Who remembers riding that train? The ore would then go up along coastal tracks to be smelted in the LA area. Anyone around who still remembers? I want to hear their stories! I remember talking to a local Vietnam war chopper pilot who used to surf here. He and his wife grew up here. They must have some family stories! Who remembers Hobie Altar, Leo Carrillo, Bing Crosby, and other Hollywood stars and famous folks? Who used to run the hotels, motels, filling stations, sandwich shops, diners, etc? I live in a little apartment complex that was probably built to house the crews building the Encina power plant. Before we tear the plant down, let's find those folks! Everyone probably knows someone who remembers the "old days." Let's bring out all the old photos, and hold a series of seaside campfire talks at Maggee Park, etc!
- How about events catering to locals and not just tourists? The tourist vs local focus of the city is out of balance. Encinitas does a better job of this.
- The city should stop building up the small town. You cannot have both and Carlsbad has already destroyed the small town. If you want a small town, don't expand the airport. Duh, crowded beaches with no free parking and traffic do not exist in a true small town. Also, volunteerism is extremely limited with current liability laws.
- Have events at the beach to bring people together like concerts, marathons and art. Work with local Carlsbad businesses on having meet the businesses in Carlsbad. Maybe your doing this. If so change how you market the events and where.
- We love the improvements being made to the village. Keep it up! A park/playground nearer to the beach and village would be amazing!!😊
- This value applies to just olde down town. The majority of citizens get no value from this feel good issue, unless you own a few rentals.
- Stop building everywhere and stop trying to bring more and more people in to the city. We lost that small town feel long ago.
- Small town provincialism: the "me too" city sign on PCH. A too-small radiused "Hey look at me, I'm so European" roundabout, with decorative strobe-lighted Yield signs. Geez!

Verbatim Responses: Small town feel, beach community character and connectedness

- Do not commercialize the beaches
- Preserve parks and land that is currently not built up - plant natural flora and fauna to the area to increase land sustainability. Decrease use of water for drought prevention. Community beach clean ups (regular - boost marketing for these events to promote community participation)
- Smart growth and limited development.
- Continue this,
- stay the course
- Farmers markets
- Carlsbad has a great small town feeling that shouldn't be altered it is perfect the way it is
- The city already has a small town feel and that's good, but the city should strive to attract better business to its downtown sector.
- Not build a corporate hotel where the Armenian cafe is
- Encourage small business. Encourage new homes built have decent lot size and smaller (single family?) cottage or craftsman style homes.
- Avoid sprawl. Encourage walking.
- Continue to promote bike and walking trails. Use the future Power plant property for a park and parking. Ban all oversize vehicles from parking along the Coast Hwy.
- Stop growth
- Continue to invest in the village - Keep it and the beach clean, promote tourism and downtown businesses alike.
- Slow down commercial and residential mass houses
- Develop the downtown area by keeping it quaint and upscale. Remove the homeless
- I would love to volunteer but I don't feel I have seen information in the community. I would also like to get my daughter involved. Maybe target the schools to get the word out.
- The beach is an asset to the community. We should make it a welcome spot for visitors.
- I grew up in Carlsbad. When I married my wife, we decided to buy a home here because of the amazing experience I had growing up here. I'm worried that the constant focus on revenue and business has become more important to the leadership of this city than maintaining what has made Carlsbad so special for so long. The beach community character and closeness of the citizens are what make Carlsbad; not putting a corporate surf shop in our historical buildings or building taller buildings in our quaint, downtown area.
- I have heard rumors of potential "high rises" in downtown carlsbad. I agree with the above statement that it is the small town beach feel that gives the city its charm. We don't need to make the city feel like an extension of LA. Development has gotten out of control
- Keep the Ma and Pa shops and stop letting developers come in and bulldoze everything to build condos and hotels
- Same answer as last one. Also, focus on foot traffic rather than on vehicle traffic - if the priority is walking and biking then the feel of the town follows
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the

Verbatim Responses: Small town feel, beach community character and connectedness

Council, City Management, and Department / Staff levels. The Carlsbad Beach Fest hits on all of these points. It partners with and employs local eateries, hotels, businesses large and small, farmer's market vendors, artists, musicians, schools, volunteers, non-profits, etc. The Beach Fest also tries to promote an umbilical connection between the Village and the beach by bringing in Village businesses and cross-promoting them, their customers and other Village passersby to take a stroll down to the beach. Conversely, we encourage beach goers to head up to the Village to experience all that it has to offer.

- Stop adding so many big box stores to our neighborhoods.
- We aren't small any more. Instead we are just a pass through between Encinitas and Oceanside. When you go out you have to leave Carlsbad for all the new eats in surrounding towns. Give up the small town, aren't we 80,000?
- support local business activities
- Quit building to accommodate corporate type chain businesses- keep the downtown area with small business. Sun Diego- a huge example of small town feel down the drain
- Stop building so many more homes and mitigate traffic
- Build public commons, sculpture gardens on city-owned lands in Olde Carlsbad. Enhance the aesthetic of the freeway with plantings and screens to encourage a happy lifestyle along this corridors- encourage and support unique shops and artisans- not chains. Build a theater/ the films have been very well received. Clean up properties that are not compliant with compatibility like the Fischbach property on Pine Avenue that has been left with retaining walls that are not to code nor had permits; request property owners to have attractive fences- not rusty wires; improve the fencing along the Interstate 5 instead of ugly old chain link; keep sidewalks in the Village clean; traffic calming on side roads (Pine Avenue between Pio Pico and Highland; continue to attract tertiary learning facility, plant more gardens and use reclaimed water.
- Keep our venues, restaurants, stores, etc. unique. Limit number of chains, franchises, etc. Encourage small, locally owned businesses.
- Encourage and improve public/private cooperation. Churches enlisted to help city programs. Businesses work together with mutually beneficial city initiatives.
- Promoted community involvement through thing like beach clean up days, lagoon clean up days, gathering volunteers to work on other clean up and renovation projects
- Create more of a pedestrian mall walking area in the village
- support local businesses, and do more community acitivities at the beach, beach cleanup, music at the beach. city surf contests, city luau, street fair beach themed
- Keep the reach out programs where residents can volunteer to make the community stronger
- Focus on our existing residents, not tourism.
- Move farmers markets to sat or sun. The la Jolla one is best. No reason we can't have something similar. Working families can't get there during current hours
- Continue to monitor and control development carefully. Carlsbad's stable leadership has provided a prudent, long-term view of development that has served us well.
- Local cards for village merchants
- I don't know what this means exactly. It is vague.

Verbatim Responses: Small town feel, beach community character and connectedness

- More community minded activities for families to keep this feeling.
- Have incentives for small business owners to help start and or create more small town businesses.
- Stop adding hi-density housing in the downtown area
- This already exists and doesn't require city involvement.
- Carlsbad is not a small city anymore. Beach community has been converted to tourism spot. When was the last time you saw a Surf Contest in Carlsbad?!?!
- Previous answers apply here. More ubiquitous requests and opportunities for participation will increase involvement. Help brigades to help older community with home improvement projects that enhance their quality of life.
- This sounds like it is only geared to the west side and the downtown area.
- Keep offering small businesses opportunities to open locations, no more big businesses in the village.
- Keep it clean, not tacky. No alternative lifestyle feel like our neighbor south of us.
- Clean, safe, farmers markets, music, clean benches, artwork, parks or green space needed
- Keep the small town feel through the community and support of small business
- I love our libraries! Encourage local business ownership, and discourage box box stores. I love shopping in the small stores or choosing to go to the mall or an outlet shopping. I'm glad I don't see a wallmart. Although I know there are big box stores it's not like oceanside, I like that it's more local business and homes along with tourism.
- Ticket speeders on the highway. Make speed limits more visible. Streets are too dark at night and need more light poles
- As stated before, keep the small town feel. The promotion of small private owned business carries more value and character than a chain business that can be visited anywhere.
- Again stop allowing new building permits! It's a sime solution. The city has already outgrown its infrastructure
- Well I say get rid of the new sign on Carlsbad Blvd but I know you won't. It's ugly and changes the small town feel to too touristy. Lower your fees you charge the farmers at the market. Temecula only charges like 6% on an honor system. Our produce prices are too high there because they have to pay you way too much so a lot of us don't buy there because of the costs. If you made it more affordable to us we could justify the costs for honey, bread and produce.
- Support and help sustain local business
- I certainly wouldn't describe it that way & don't know who would. People don't know each other. Keep free beach parking available. Encourage interaction & decrease of snootiness between different community areas. Keep if safe from crime. Don't let it become like Oceanside. Spend as much in poor areas as rich ones.
- I think we are already
- Stop allowing tract developments to be built!!
- More community events for kids!
- Encourage small businesses,affordable housing
- Stop growing so fast! The sand could be so much nicer if it were cleaned every once in a while. Other cities do it! It looks great. The trash and old seaweed gets removed and leaves a clean beautiful beach behind

Verbatim Responses: Small town feel, beach community character and connectedness

- I think you already do a great job of this and this is why we live here.
- Encourage small business owners
- Build sidewalks in the areas of old Carlsbad that don't have them.
- Section of beach dogs are permitted!! Why do I have to drive to del mar for this?
- No
- Even when citizens volunteer for civic involvement opportunities, it is more a feeling that staff has a preset agenda and are merely paying lip service to the idea that citizen input is valued.. This devalues the small town feel and connectedness
- Preserve open space.
- Keep the Village quaint and charming.
- You can't go back! However, you are doing an amazing job downtown!!!!
- Way too touchy feels nonsense
- Actually, answered this in # 2 response.
- You answer this yourself. Quit trying to change everything. I moved here years ago because it was small town and "beachy".
- You are doing great with attracting volunteers. Keep the art work from locals--case in point, why did we have to get a sculpture from out of town at the roundabout entering Carlsbad from Oceanside--101?
- Leave it alone!! It's doing alright!
- I think it would be so amazing to put the budget toward putting the power lines in old Carlsbad underground, to get away from tall distracting structures
- build more single story homes and duplexes instead of the large apartment complexes
- Encourage more citizen involvement by better access to volunteer activities. I took the citizen's academy and now am in the pool of volunteers and am very versed in city activities.
- I love Carlsbad. We're doing a good job. Please do not over develop.
- Limit private and commercial construction, particularly near sensitive habitats; continue the beautification efforts and desalinization projects; expedite the demolition of the power plant eyesore. Freeway 5 is often a nightmare - not sure how to remedy that!
- Stop building subdivisions. We have reached the housing limit. Now work on quality of life, preserving open space, and presenting small, cultural events.
- Honestly, this is no longer the "village by the sea" Very disappointed. South of Palomar Airport Road - feels like I'm disconnected from the city.
- Sharply limit population density, including low income subsidies and high density, tiny apartments. Improve beach access and parking.
- Improve the area in front of the powder plant. We need staircases ASAP! I pay a fortune in taxes and I want my tax dollars going towards protecting the hillside we use to get to the beach!
- Parks, open spaces, outdoors recreational venues, cultural activities
- The city has long ago lost its small town feel and beach community character. During the summer it is difficult to go down Carlsbad Blvd., eat at some of the downtown restaurants and enjoy the city. Further, the new crosswalks downtown are time wasters for people sitting in their cars, waiting for the light to change so they can proceed. And best of all, you can't turn on a red light with these new

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crosswalks...even though there are no people in the crosswalks and no other cars coming. A real great idea...not so much.

- Reduce number of new homes being built
- Take notice of the "blighted", neglected space on La Costa Avenue (across from lagoon). Has dead palm trees and looks like a fire hazard, Plant some drought-tolerant foliage there, Take out concrete brick dividers and put drought-tolerant foliage. There's not anything beach-like or community feeling about La Costa area as approach La Costa area,
- Let's not lie! Let's not take a great city and be stupid with it. We are an incorporated CITY. We are not classified as a small town. We are not a beach community at all if you know of any real beach communities. We are a city that has beaches and nice ones at that. Let's promote what we have. And what the hell is "connectedness"? How much did we pay some worthless consultant to dump the BS on this fine CITY community. Why can't we be honest? There is nothing wrong with Carlsbad. Let's sell what we have and what we are. I don't think the CITY would hire me if I lied on my resume?
- I'm afraid the small town feel is drifting away, in fact it may already be gone. It seems everywhere you look something is being built. You can't do that and maintain the small town feel and beach community character. Think very carefully before approving future building projects. It is really OK to have a street that doesn't have houses in every available space.
- Keep the appearance of the Village quaint and be careful when approving new buildings that would not fit into the overall picture of what Carlsbad should look like.
- Suggest you change your ridiculous parking policies. We now spend our MONTH every summer in Oceanside where they are not so greedy.
- Reduce traffic congestion.
- Keep a lot of open space. Each neighborhood should have close access to shopping and entertainment and employment - very nearby.
- Stop building big hotels, absolutely no four story buildings are necessary in the coastal area!
- Very important to invest in The Village and the coastline. I'd love to see a nice park with day use and BBQ's if the power plant is ever removed.
- Stop allowing 3 & 4 story buildings in the village area. Anything above the tree line defeats the village atmosphere. This is not what the citizens who live here agreed to during the village & barrio meetings. Citizens are not being listened to.
- Encourage public transportation bike paths etc.
- I think we are doing a good job.
- nothing, it is just striving to be exactly any other place on the CA coast, all claim "we are so special".
- Need to alleviate traffic congestion on the freeway. Am not a traffic expert but wonder about instigating side roads. This is probably a state problem but impossible to go North or South on weekends.
- Keep Sue
- Put a few of your cool sculptures down in rotary park for photo ops for visitors. Carlsbad will come up on their Facebook pages. The tigers are a huge draw. BTW annoyed that the CARLSBAD Sign was placed where the street light blocks it from one direction and the trees block it from the other direction. Disappointed that council did

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not listen to arts commission or other residents. Would have been great facing the freeway or at the South entrance near Pine.

- Limit housing.
- If we lose this, we lose our charm and attraction.
- Stop developing our open spaces. I moved my family here in 1979 because of the small beach town feel. Population 35K. What is it now 120K? Traffic is nasty; parking is more difficult; don't make it worse.
- Carlsbad has lost its small town feel, just ask tourists, or family that come visit from out of state if they still think Carlsbad has a small town feel. My relatives from Canada strongly disagree, they have been coming here to visit for 30 years.
- Go back to focusing on the City of Carlsbad not the Business of Carlsbad. You need to be fiscally responsible but not greedy. You are a city who should be provide public service to your citizens not a business thinking only of your staffs needs.
- stop issuing permits to build new houses
- Like the encouragement of volunteering locally. Getting involved in your community will do more for the connectedness than any marketing campaign. Beach clean ups, coaching boys and girls club teams, visiting the elderly, neighborhood watch groups, free concerts, art shows, or outdoor movie nights where you can address the crowd before the show begins telling them about the community volunteer programs
- Leave the City by the Sea as is - most residents are happy today.
- history topic program
- Listen better to the residents suggestions. It often happens too little, too late.
- Have more activities and parks
- Use volunteers better by cooperating with organizations such as Rotary in volunteer events.
- Small town feel, beach community character and connectedness - YES YES.... please consider creating a great place to live for the current residence and people will flock to visit and live....
- Make it simple. Post notices in the village of volunteer days, beach clean up, etc. Publishing in news is great, but locals walk the village and it's a great way to get the word out!
- The city needs to offer free limited WiFi at all public locations like parks and pools. Also to help increase the traffic in the Village, we should offer free WiFi to the entire Village. This would help bring everyone together and allow new ideas to grow local.
- I believe volunteerism is high already in Carlsbad
- Connect new projects and developments to our history of agriculture as a small coastal community. Look back to historical features and architecture to create a cohesive, signature community style - as was done for the new Carlsbad sign, Army Navy refurbishment
- fyi-Love Carlsbad sign. Don't over develop...Robertson's ranch project concerns me...support arts. free parking..
- Improve the Village, increase commerce there, maintain good parking ratio, more pedestrian friendly, keep the arts downtown
- Clean up the abandoned and derelict buildings in and around the village. Have community involvement days on a permanent calendar to include such activities as beach/downtown cleanup/spruce up.

Verbatim Responses: Small town feel, beach community character and connectedness

- Finish work on the water front
- No comment on this topic, since I haven't taken the full advantage of what City of Carlsbad has to offer.
- Limit density and tourism. Unfortunately, growth like Carlsbad has experienced in past years and "small town feel" are oxymorons.
- don't build ugly structures
- I recently moved here to get that small town beach feel and I don't want it to change. I love driving down to the beach and the village; small town feel; people are friendly; a lot of people have left high tech areas to become a part of a beach community that cares about the neighborhoods and neighbors
- Have a weekly local newspaper and an annual Book Fair.
- Limit growth, focus on the village to convey the message. Encourage (by whatever means available) UNIQUE retail (no big box or chains). Find ways to get people downtown. Maintain architecture that has historic feel. Consider pedestrian zone on State street. I see it going in the right direction lately (Carlsbad sign on Coast hwy, bike friendly, and some more restaurants).
- The beach areas need more amenities to make it a gather place. Food concessions would help. Dedicated bike paths would make it accessible as parking is a problem.
- Stop approving new developments so that Carlsbad does not increase dramatically in size and no longer feel small
- Have more local fairs, inter school, beach, restaurants. Utilize, our parks more. Connect people with music, local bands dancing, games ect.
- Whenever I visit the new dog park in Carlsbad off Alicante, I feel extremely connected to the residents of Carlsbad. I realize the park is relatively new, but never before have I been able to visit somewhere almost every night and talk to a new person each time. More parks need to be socially engaging and find ways, like the dog park, to bring people together and chat!
- Give careful thought to aggressive development ideas. Sometimes tearing down small old cottages with character to build three story generic-looking buildings in the village subtract from the small town feel.
- Downtown, the Village and Barrio should be one, the village should continue thru to the Barrio area and become as one downtown area. Trench the train all the way thru Carlsbad but for now just put a pedestrian crossing at Chestnut to the beach, the fence along the tracks looks nice except you cut us off from the beach when you put it up.
- Carlsbad is not a small town and shouldn't try to project that image. If there has been any emphasis on the city's culture of civic engagement, volunteerism and philanthropy to this point, I am not aware.
- Stop building new houses
- Offer more opt-in emails with city park and activity information. Have the city post volunteer opportunities on justserve.org - a website that link volunteers and volunteer opportunities
- I feel that Carlsbad is a holiday destination with major highways. Small town, I think we're beyond that small town charm
- Carlsbad needs to be progressive as well. Too much protection of the small town limits the attraction of the area. Encinitas is a prime example of how development is

Verbatim Responses: Small town feel, beach community character and connectedness

hampered. Condos and trendy eating places are destination points, not old resale shops and dated merchandisers.

- Stop new development, create more pedestrian friendly zones.
- This is what sets Carlsbad apart!
- I love the Village and would like to see it be our cultural center with great concerts, open air market. It's right at the beach and I love the beachy feel.
- Upgrade the village area by giving the buildings a facelift of sorts. Keep the riff raff out. Make sure all graffiti is painted over within 24 hours. Police Carlsbad like the police department does in Palos Verdes, Ca.
- Keep it small in feel. Why are we now allowing 4 story buildings?
- Close down Grand Avenue and make it a pedestrian area with sidewalk eateries, fountains, art (but NOT "The Bars," let the people vote) play structure...
- It is a shame to hear the Carlsbad cultural arts community center never allows Carlsbad community theatre space to perform. The person in charge of booking events needs to be educated on the reason this was built.
- More cool restaurants and stores in the village. Nightlife is much needed.
- Install picnic tables and fire rings on the beach, like Oceanside. Advertise commissions, events, etc. where volunteers are needed..
- Stop changing the down town village and turning it into a modern city look. It is beginning to look junky
- Ensure there no "high rises" are allowed to be built, encourage and assist small business owners in the downtown area.
- Expand Jazz in the Park to year round concerts in local parks.
- enhance the Barrio community especially Pine Park and bring more parks, amenities and resources to North Coastal Carlsbad instead of spending all of the development dollars in La Costa
- Develop a kindness motto and helpful motto in the city for its visitors. Offer residents an incentive to support the initiative.
- Encourage diverse mom and pop businesses.
- Offer more no cost classes and lectures.
- The City of Carlsbad is too large now, to achieve a "small town" feel.
- Low housing density should be maintained, especially in the Village are.
- More streets closed off for pedestrian enjoyment with stores and restaurants.
- Have more car free areas in the village, and encourage more public transportation throughout the nearby neighborhoods. Subsidize a free shuttle service to/from the Outlets along the beach.
- Continue to provide events for residents--like a 4th of July parade/event other than Legoland--keep the beach and beach parking accessible for locals, focus on improving Carlsbad for locals, especially in downtown, rather than making it another OC beach town for tourists (local businesses, local art, local events)
- When longtime residents have to move out of their town because it is no longer affordable and fight crowds everywhere we go it's not exactly a small town feel anymore.
- Hire landscapers who care about the aesthetics of good community landscaping...check out public areas in Laguna Beach and Del Mar for affordable, low water, low maintenance ideas.

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- Provide ample budget to complete city trails and connect them, so that family-safe (not bike lanes on busy roads) routes are available to beach, schools and other destinations. Carlsbad has a world-class beach, but it's very hard to get to, especially if not in a car!
- #3 lists two completely different concepts. I agree with one but not so much with the other.
- I looked up Tripadvisor...sure enough South Carlsbad Beach is right up there...
- I think it already feels like this. Maybe make the beach community aspect a little more prominent.
- Attract more family and mature visitors especially in the winter months
- Cruise night in Carlsbad. One day a month in the summer classic/hot rod display& parade down town.
- get rid of the ridiculous diagonal cross walk at elm st and carlsbad blvd.
- Limit further home development. We are getting perilously close to the build-out population of 130,000. Limit businesses to locating in already built factory and office space.
- Continue summer concert series.
- build brand of small town but with world-class image like Carmel-by-the-Sea not Oceanside
- Make the beach road and the village of Carlsbad an easier and safe place to ride bikes and walk.
- Limit down town structures to two levels.
- Promote local businesses, maybe with the use of a Carlsbad dollar alternative currency. We need a local Public Bank like North Dakota to help local businesses and residents, while keeping our money in our community. Lets not continue to support the Big Banks who do not care about our community, except for the profits made off our backs, and our labor. Neighbors helping neighbors, while keeping our money local, is the goal in my opinion.
- More activities in the village like the summer movies at the fountain.
- Stop residential and commercial building.
- Make sure the land from the old power plant is not over developed.
- Take over the beaches from the state and offer fire pits at the beach.
- Carlsbad is too spread out to have a small town feel. If you cannot walk across it it is not a small town. Another unrealistic goal. We are a suburb of San Diego.
- Maintain what we currently have. Discourage large development along the beaches.
- more volunteer options
- great idea. Reach out to neighborhoods for volunteering, projects, etc.
- Prohibit the construction of 3 story multi-unit dwellings, and the little "villages" like Brezzi Ranch and San Elijo, which seem to be the latest trend of destruction for California. Packing people in to these communities like chickens does not promote a small town feel or connectedness. It's only purpose is to generate a lot of profit for the developer and the city planners who approve these types of developments.
- Stay the current course.
- Support of small businesses.
- Create workshops that are attracting to its citizens, so people come participate with new ideas for the "Small town feel, beach community character and connectdness

Verbatim Responses: Small town feel, beach community character and connectedness

- YES - SMALL (not built up like we see State street north of Grand going) feel, beach community character and connectedness
- better access to beaches, revitalize downtown by better links to barrio & its food & culture
- It is fast on its way to becoming a big city. Since Tamarack Parking lot turned into a pay lot, the small town atmosphere has gone away. State street in the village is really nice and the hanging baskets and lights are nice touches too.
- Thoughtful balance of strategies. During summer it doesn't always feel like a small town. That is ok, as long as off season things are normalized. Don't want to see Carlsbad become another PB or Mission Beach. Balboa Park seems to be improving on the "old" and fights against newer initiatives that take away the charm. Create a dog beach if possible...I'm sure this has come up before but I'm newer to the community.
- Make it easier for people to find what our local non profit groups are they can join. This can be improved online, through yearly flyers, community schools, and libraries, and senior centers.
- I think this is needed to help draw the visitors to the town for the businesses and the vacation rental market. A reworking of some of the businesses in downtown would help. i know that is complicated, but drawing more, slightly upscale restaurants and businesses would greatly enhance downtown (especially using Encinitas as a measure. Even Oceanside is getting some quirky coffee shops and nicer restaurants.)
- Sensitivity training among city police to eliminate profiling of transgender & homeless citizens as criminals
- Have more events that use our natural resources that are tailored to different populations. Eg senior 5k, special needs surf contest, etc. most of the city's programs are for people who are younger and fully able but they can go anywhere to do things
- see earlier statements re: trail system, integrated education, enhanced support of theaters/playhouses, etc.
- This should be a top priority as well. If Carlsbad loses this then we lose our city's soul. People need to feel connected to the community. Communicating and providing ways for residents to engage and help the City and the schools is critical to keeping Carlsbad world class
- Limit density along the beach, provide additional beach area facility upgrades.
- Think about the kinds of development you permit and the kinds of retail you allow. Don't pull another "giant chain retail complex with 12% of the required parking" like Lowes, or "we'll just strap a giant strip mall next to a 100% at capacity Costco." These are not smart decisions consistent with the character of the community.
- Strongly need more philanthropy - We must continually reach out for volunteers
- Restaurants seem to go in and out of business - analyze the necessity of cuisine - do we need 10 Mexican restaurants?
- Plan an outstanding civic center/city hall
- There are more than enough surfing shops & beach bums in Carlsbad. Probably time to move on a bit from that.
- I think this would be achieved if we made it more walking friendly downtown
- Keep the buildings low. Maintain walking accesses.

Verbatim Responses: Small town feel, beach community character and connectedness

- We're losing our small town feel with the addition of so many large hotels- no more are needed!
- Development is destroying our 'small town feel'. Adjust General Plan buildout numbers. We are overbuilt now!
- More open market days restaurant tasting days, music afternnons not just evenings
- MORE community / walkable parks. Keep the coastline clear of business.
- Maintain architecture that goes along with the small town feel. Be very cautious about allowing and approving too tall buildings that will obstruct many of the beautiful views we currently can enjoy.
- To keep the "small town" feel, big businesses should be encouraged to build on the edge of town, such as the area near the airport with "tax encouragements"
- again stop gentrifying Carlsbad into an anytown USA town with tract homes and mini malls
- No opinion
- No growth until infrastructure to up to date. Traffic, roads, signal lights, beach bathrooms, train crossings need to all rin smooth. The ramps on interstate 5 in & out of Carlsbad are far from inviting.
- Bring residents of all ages and walks of life together in common spaces.
- Stop building fancy housing tracts for rich white people and preserve the barrio as a Hispanic neighborhood. Provide more low income housing.
- Continue current efforts.
- I am tired of the 'small town feel'; as our town is old and tired looking. How about a more sophisticated and modern feel? Beach, yes, but even that has to be improved.
- Especially for the Village area...But fine job is being done right now! in my opinion. Thanks!
- We are not a small town anymore . . .
- Doing a great job!
- leave it be: it already had that feel before the greedheads took over and developed it too much
- Restrict building more developments. No more small, home town feel if Carlsbad is all built up like the sprawl of LA.
- Don't over build. Keep big box stores such as Lowes and Costco to a minimum. Continue to preserve nature and wildlife. Limit Palomar Airport flights; don't expand the airport, runway or its operations.
- Strongly agree that the small beach town feel that has always been Carlsbad's unique character should be enhanced by any future "improvements". As much of the remaining open space as possible should be preserved and made accessible to the general public. No more mansions, big hotels or resorts along the beach. Planning and architectural efforts should be made to better connect the Village business area to the beach in order to attract people in.
- Build a world class civic center and cultural/performing arts amphitheater/center
- I believe this is being well addressed currently.
- Keep downtown one to two story. Outdoor dining. Don't shove residents out for tourists.
- yes please do all you can to maintain the small beach town vibe but with a hipster quality.

Verbatim Responses: Small town feel, beach community character and connectedness

- Carlsbad stopped being a small town along time ago. Carlsbad needs to make the most of what it is now instead of trying to "recreate" some romantic notion that probably never really existed. Yes, I grew up here.
- more community events
- Stop building more and more McMansions and start building community centers, a YMCA, an Arts Center, a center square plaza with trees and benches where community can play chess outdoors or do tai chi in the center and people walking by can see. Like they have in San Francisco or Central Park!
- I'm 92008 - but, my daughter and her 92009 friends don't think of the Village for anything!! There is SO much here and they need to have the incentive to go N. of Dove Library!!
- Oceanside has donated a total of \$600,000 to the Veterans Association of North County. One stop shop for the 50,000+ veterans that live in North County. What has Carlsbad donated - nothing WHY?
- Bring Sky West back to Palomar Airport.
- I've lived here 11 years and never thought of Carlsbad as a small town. I moved here thinking it as one of the only beach cities in San Diego that is low crime and is not a party city like OB / PB.
- But the outlying areas of Carlsbad are being ignore. All the concentration and money is on downtown. Enhancing it for tourist traffic
- Close down Palomar airport.
- See previous comment.
- Absolutely. Prevent large chains from disrupting the magic of unique local shops and restaurants in the Village. (Not talking about outside the Village, though.)
- Small town feel and community is great, but I feel we need more events and ways to get the community to participate. Maybe also creating areas in downtown that are only for pedestrian might help.
- This is opposite to your last question. You want to keep the small town feel, but you want to take away what makes Carlsbad unique. Carlsbad has three lagoons that could use help from the city of Carlsbad by making some of the land near the water into parks or boat launches. The trails and lagoons and senior center need more volunteers. Work with large companies based in Carlsbad to have an incentive to volunteer with the city and make Carlsbad a better place to live and work.
- More dog-friendly parks, like Bressi Ranch and Orpheus in Leucadia, and less like the prison exercise yard environment of the new Poinsettia Park. No grass+no trees=no hills=prison exercise yard. The predominating landmark of the new Poinsettia Park is fences. Also more open-space parks, instead of sports-focused fields. We're already eye-deep in soccer & softball fields, and golf courses, but there's no place to just throw a frisbee or lay a blanket out on the grass.
- Stress importance of small businesses and avoid overdevelopment and big new malls.
- 1) improve walking and cycling options THROUGHOUT the city (too many residential areas and "malls" are car focused)
2) SLOW traffic down!!!
- We don't have a "Center" of the Village. Some will say it is at the Beach by Offshore surf shop, or now at the new sign, or even State and Grand. We don't have a "Center". We need more places for families to play in a safe environment. The closest

Verbatim Responses: Small town feel, beach community character and connectedness

Playground is Off Chestnut and the 5 Freeway. Very far from the Village, at least not in walking distance for most.

- You cannot impose a "small town feel". Who wants to live in a "beach community"? What a silly word, connectedness. Please define, but perhaps i already know what you mean by it. By all means engage the citizenry, encourage volunteers, and philanthropy?.... who doesn't love it?
- I think more festivals and community events would draw more people together. There are farmers markets all over, but maybe promoting events at a single large farmers market would help draw more people to one where music and dancing could also take place. A great example is the farmers market in San Luis Obispo, CA.
- Less strip malls, more biking, more water fountains, art galleries, music venues
- Stop the overbuilding the City and keep 40% green
- redesign Carlsbad village Blvd to have that beach town feel from the 5 fwy west. Create larger sidewalks in the village.
- It seems like it's already too late for that dream, but our Mayor and the council seem to only have one agenda...tax revenue and let the residents eat cake. I'm saying you are killing the main reason people used to like about Carlsbad.
- Keep our neighborhoods strong and safe. Do not allow short term vacation rentals in residential neighborhoods.
- No more condo projects. The one by Shea (Voscana) on Cassias Dr. was poorly conceived.
- both visitors and new arrivals are attracted to our 'quaint, small town feeling'.
- Focus on providing facilities/amenities in each of the four quadrants to implement the small town feel aspect of the value.
- Planning
- Encourage and promote more volunteer opportunities that connect the various ages and races of people living in Carlsbad.
- Fix the railroad crossings in town
- Affordable senior housing
- Keep it as is and update a bit.
- Need to connect the 'in-land' areas such as La Costa, etc., to the beach community...feels like there is a disconnect between beach and commuters living in the area
- The Boardwalk downtown is great, keep it clean; beach, facilities, etc
- Community events bring that small town feel.
- Like my answer in #2-control increasing traffic flow; remember that residents live in this "village" area. The stores on State all cater to tourist and are overpriced
- there are a lot of small walking paths, i would like to see some in the aqua hedonda lagoon on the north side of carlsbad.
- Update the fountain on State and Grand, as well as the cement trash cans. They look SO out of date and it would be great if they looked more old-fashioned to blend in with the other beautiful touches recently added such as flowers, etc. Also, add some white lights in the trees around the city and more flowers in baskets!
- Do not over build.
- Support bike, trail, walking access to downtown, malls, new home developments.
- Don't "stuff" a building on every corner.

Verbatim Responses: Small town feel, beach community character and connectedness

- Additional parking near beaches; elimination of "antique malls" on State St.
- STOP BUILDING! there is NO small town feeling in Carlsbad. Encinitas does a pretty good job on that end.
- Continue to partner with community nonprofits and churches to achieve this goal.
- Need more restaurants along our beautiful coast line.
- Make it a city for the residents. Each time you make us pay for beach parking, remove parking or give priority to hotels over residents, you remove the small town feel. Buy that open space and allow residents to access it. We don't need fancy lighted trails with signage. Just let us hike, bike, and play on the space.
- Make the waterfront more dog friendly.
- Provide more waste stations with bags & waste receptacles.
- Allow leashed dogs on the lower walkway.
- Provide a dog beach.
- Continue to invest in the Village area as an attractive place for shops, restaurants and visitors/residents, while at the same time supporting the creation of great "places" throughout the City of Carlsbad.
- There is no small town feel. Carlsbad is on its way to becoming a pit stop for tourism as people travel the coast.
- It feels like tourism is more important than locals
- Please don't see this as the main goal of the city
- Continue to improve the Village as a central community gathering place with additional amenities
- Hire someone to keep up the public bathrooms on beaches. Need to keep them clean.
- Build a pier and a park down where the power plant is.
- Designate a small portion of the beach as dog friendly
- Stop building dwellings. If you want a small town feel, stop building more places for people to live. There's nothing small town feel about high density living. You're changing the village to pack more people in it. There already isn't enough water for the people now. Have your website be functional for all of the things there is to do here. I have to check five different websites to find events and city of carlsbad is the worst source. Site should include volunteer activities.
- Have more community focused events that highlight the beach and downtown areas
- Volunteerism is vital. If you volunteer you are investing yourself in your community and that leads to more involvement.
- The current path is adequate.
- Affordable housing in the downtown area
- Offer programs or festivities to attract people with common interests
- For incentives for locals to eat/shop local. No need to charge tourist prices!!!
- I agree. But if you are one of the many people who only visit here on a yearly basis, would you want to come see the same Carlsbad every year? I think it is good to be constantly changing. We can keep a small town feel while improving the modern characteristics of the city.
- Less vacation rental housing
- Have weekday farmers markets in the street areas, where people can stroll the market & stroll in & out of restaurants & shops

Verbatim Responses: Small town feel, beach community character and connectedness

- Continue Friday jazz in the park. Love it! Great community feel. Also, keep up the foto Friday social media on fb.
- Keep it simple and take care of what we have.
- Phil does beach community stretch to philanthropy? Again, philanthropy is diametrically opposed to government... How do these two get into one sentence??
- Keep the community clean
- Stop building in open spaces
- Redo the village, bring in more of a variety of shops and restaurants and a market. Develop the land on along the cliffs on 101 and p.a.r. Area.
- More volunteer opportunities. Beach cleanups, events, a reggae festival would be cool.
- Stop building new communities!!!
- Support local small businesses and promote shopping at these establishments by means of community events.
- Quit building so much. It is not a small town feel anymore. It's too crowded. Too many bikes, too many people. Can't even enjoy a drive down the Boulevard anymore.

What should the city do, either right now or in the future, to help achieve the value of “Access to recreation and active healthy lifestyles?”

Verbatim Responses: Access to recreation and active healthy lifestyles

- Continue doing what it is doing now.
- A bike park!
- connect the bicycle paths into an integrated system rather than a bunch of isolated short paths
- Keep the softball/baseball field unlocked at Alga Norte park. It's always locked when I go there and have to waste time and gas.
- Thank you for making improvements at the sea wall. Please continue by keeping up with the maintenance of the concrete and stairs there as well as the landscape.
- See last comment
- dedicated outdoor pickle ball venue
- Dedicated pickleball courts covers ALL aspects of this item. It's easily played by every age and has been proven to get people active, improve their health, and get them outside. Pickleball is social, active, competitive, and a dedicated, lighted pickleball center of at least 12 courts should be the highest priority on the City's list of things to accomplish. In a city the size of Carlsbad, there should be at least 3 top notch pickleball venues. If you want to help the citizens have access to recreation and help contribute to an active, healthy lifestyle, get Pickleball courts built ASAP.
- We have plenty of access to all recreation facilities.
- Provide permanent outdoor Pickleball courts, available to residents of all ages.
- Building (or let volunteers build) a bicycle skills park.
- Add permanent pickleball courts
- Preserve open spaces. Limit infill projects. Affordable activities
- improved bus routes and availability
- more multi age facilities like gyms
- Creat dedicated outdoor pickleball venues
- add more tennis courts that double as pickle ball courts on the vacant land above existing tennis courts at Pointsettia Park
- Develop the walking and biking corridor along the 101 from La Costa Ave. to Cannon Rd.
- better bathrooms at parks, drinking water and dog trails as dog owners already lead more active lives via walking.
- Build a dedicated outdoor pickleball venue with 8+ courts.
- You're doing it. I've seen much improvement in these areas. Beach parking is a bit tricky, though
- Build more parks.
- More trails & parks. Easier access and parking to beaches. Build playground at beach.
- Extend the rail trail!!
- Build a trail network like Squamish or whistler and a bike park
- Dedicated outdoor pickleball venue!!
- Dedicated outdoor Pickleball venue as well as maintain existing open spaces and connect the trails.
- More community centers

Verbatim Responses: Access to recreation and active healthy lifestyles

- Slow down high speed roads like el camino real and rancho Santa Fe, way too scary to walk/bike along those roads
- Create a dedicated pickleball facility.
- I think they already are
- create dedicated outdoor pickleball venues
- Stop taking away agricultural and preserve land away to build on...that takes away from the "healthy lifestyle"
- Give the people what they want. Respect the fact that it is their own risk that they are assuming. Mesa, Arizona has a tremendous and highly used downhill action sports park.
- Allow dogs on the beach...consider allowing them before 9am and after 5 pm Labor day through Memorial day, or designate a beach...would like to enjoy this in our community verses traveling south to other towns
- More parks and swimming pools
- I think Carlsbad has already done a great job
- Stop developing on every single spot of open space! We are one of few towns in SD that have this much. Turn some of these open spaces into dog runs and more parks. No more office parks and housing developments, please.
- there should always be more access to trails, parks etc... good use of spending for sure! but don't spend tax dollars on promoting active lifestyles. people who are active will be. An expensive ad campaign is not going to motivate the lazy and uninterested. no need for such spending.
- More bike paths
- Add trails to the west side of the tracks.
- Current programs seem to be well received. Continue in this effort.
- at what cost?
- The new bike racks are fantastic and the seawall is our favorite place every afternoon..
- Build something for the kids to do in the village. Also promote carlsbad village athletic club who runs beach activities on the beach for the state.
- Ensure bike and multi-use trails exist to reduce car traffic and safe commuting to the village.
- Provide outdoor dedicated pickleball courts
- Keep on current path
- There is already a lot of easy access to these items I would not have this as a top priority since it already exists.
- Improving the street lights throughout the coast line and widen bike lanes, but not cutting into driving lanes, to keep cyclist and runners safe. Also, extending the coastal rail trail throughout the entire city and into neighboring cities.
- Please put in Pickleball Courts!!
- Continue to improve and expand walking/biking trails, extend the rail trail, engage residents in using and improving existing nature trails with guided tours/walks and volunteering events.
- Provide more open spaces. Minimize growth to provide more walking trails
- Love the trails at calavera for family outings. Really unfortunate we have to drive to del mar, vista, san marcos, for nice Equine facilities. Would be awesome if Carlsbad

Verbatim Responses: Access to recreation and active healthy lifestyles

had some English boarding and riding arenas in our area so riders can stay in their own area for this sport.

- Make playgrounds not so generic. Make "adult playgrounds" incorporating more fun into fitness
- Doing great so far. Again keep an eye on development to a minimum. The Flower Fields, farm land off El Camino Real and starting to Disappear. Connecting Canon to Oceanside and College to College will definitely add and encourage the development of these empty spaces.
- Finish the parks designated around the city
- More affordable summer camps and city sponsored junior lifeguard programs
- Increase the number of safe bicycle paths and lanes to make it easier to get around by bicycle.
- Allowing non motorized water craft on batiquitos lagoon and access to continue the trail from visito center to el camino real
- More access to trails and expansion of current trails
- provide dedicated outdoor pickleball venue
- Bike skills area and community bike park, including pump track and gravity features
- Purchase Open Space
- I think you are doing a great job. The beaches are clean and accessible. I just wish we could catch the punks that are vandalizing the trash cans down by the beach.
- New YMCA
- Create an indoor basketball court. Please!
- Connect areas via private designated trails with integrated workout and pkay areas
- More groomed trails. More dog friendly green belts.
- make the side walks at the beach wider especially the area from Tamarack and the bridge...impossible to walk when someone is on coming with a stroller or walking two people wide...the wooden beams holding the guard rail cuts into the walk way by almost 2 feet
- Let people bring their dogs on lease to Ponto and moonlight.
- More trails and parks
- Yes , big part of what draws a younger demographic to Calrsbad
- Continue to offer opportunities of classes
- Promoting a healthy life style (like the marathon and bike to work day!) is probably what I love most about the City Of Carlsbad
- Create true stand-alone bike paths that are not just a white strip away from deadly cars. Bike paths that share the road with cars are not true bike paths but car shoulders.
- The only reason I say "somewhat" is that in general the City is doing this well. Thanks! The best concern is too much traffic and not enough public transportation.
- Feel like the city does a great job of this already
- ANAC is already full with the swim team, Masters, lap swim, etc. Second pool?
- Need more bike trails not on roads. Too unsafe with all the people who text.
- I think lifestyle is a personal matter. You can't entice people to be healthy
- Continue to maintain the trail network and work with the different active groups to help upkeep and get suggestions. Rather than removing trail networks in the hills, work with mtn bike and hiking groups to help educate proper use.

Verbatim Responses: Access to recreation and active healthy lifestyles

- More trails, Develop the lagoon area better
- Set aside open space for future.
- Promote more outdoor activities within the community.
- More sports fields for kids. Carlsbad has incredible parks but not many fields. We mostly use schools right now and because of this families do t have one central place they can go for the day. We have to bounce from field to field throughout the day for different children.
- Tear down LEGOLAND and allow Carlsbad residents to use the land for walking, biking, pets, children. You talk a good talk but your actions of overdevelopment have destroyed access to recreation areas. Also, taking 14 years to build a golf course and put up a city sign shows this city is neck deep in bureaucracy so keep the surveys coming but we don't expect any action..... except building and home development.
- New park @ old reservoir on Buena vista
- Market the information with short videos and articles. Use social media. Add other activities like surfing, yoga, tennis, and golf to your list. Bring up green juicing and holistic community as well as western medicine.
- More community garden spaces, pocket parks, more benches, picnic tables, locally native shade trees, public restrooms, drinking fountains, enforce vehicle vs. pedestrian laws to the maximum, encourage visiting athletes to speak at schools, and other up-close meet & greet venues, invite out the local skate, surf, snowboard, kayak, sail, running, biking triathlon, swimming medalists to meet their neighbors!
- Encourage more 'walking distance' retail and dining options like Bressi Ranch.
- More bike trails and accessibility to the lagoons for paddle boarding
- For one thing, it could make my local park on El Fuerte open for use by residents - right now it is reserved parking lot for San Marcos' elementary school. Also, a "secret shopper" needs to report on the facilities available at the Senior Center - planners will get a real surprise.
- More street lights in the barrio area's leading to the parks, trails and down town
- Per my previous comments. Promote and provide more disabled access to recreation and sports programs. For instance, wheelchair tennis is a lot of fun, but wheelchairs cannot access the high school courts after hours. Stagecoach courts are too difficult to get to, and Laguna Riviera gates are narrow, so it is difficult to access. What about sponsoring some adaptive sports teams. Wheelchair basketball, or soccer, or perhaps a sled hockey program at the new ice rink. Wheelchair LaCrosse? Lot's of opportunities, and North County is grossly underserved by available programs.
- Is there a paved rail trail the ken tire length of the city? That would hopefully give club-cyclists a safer option than taking up so much of 101
- Ensure free access to public resources (e.g., AH Lagoon); protection of open space and water resources
- build parking structures so that there is more parking for locals and tourists
- There are plenty of things to do in Carlsbad to keep you active
- Build some grass tennis courts.
- Allow dogs in Carlsbad parks legally. Parking structure at the Coaster station.
- Adequate free or low cost parking. The parking enforcement at the 300 Carlsbad Village Drive are overzealous and off putting. No small town feel there

Verbatim Responses: Access to recreation and active healthy lifestyles

- Clean up the Ponto dirt area parking it is a nightmare in the summer and dangerous. Open parking along the frontside of the campground where the old highway ran. Put in a side walk from the new parking to Ponto beach area with a boardwalk along the beach area. The parking is scattered between the lifeguard headquarters and the dirt parking.
- I think we already do well here
- Continue to improve cycling routes and connections between current routes. Improve public access to lagoons. Improve hiking opportunities.
- invest in and promote hiking trails
- Centralize all exercise groups mainly meet ups to city calendar geared towards healthy life styles A clearing house for free exercise schedules
- Better bike trails for families away from traffic
- Keep doing what you are doing. We love the trail systems. We have volunteered to help keep the trails functional and safe.
- Continue making it mandatory that developers set aside land for Parks and trails about activities in these areas to bring people in
- Please preserve our trails and open space. It makes Carlsbad a wonderful place to live.
- Better parking at beaches. Design parks at beaches for various uses, like Moonlight Beach.
- You can't put in trails where you've allowed developers to build giant apartment complexes. What about the quality of life for the people who already live here? Promoting active, healthy lifestyles will do far greater good for this community than expanding the population.
- I agree, however I also see a lot of value in maintaining as much of the natural landscape as possible. Man-made trails and parks are wonderful, but eventually that's all the city will consist of. Where there aren't developments, there will be man-made parks.
- Love the biking and hiking trails but feel things are pretty good in this regard already
- Adult soccer leagues
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels. The Carlsbad Beach Fest touches on this theme quite well. The event has held numerous forms of recreation on the beach such as volleyball, frisbee, a 5K on the sand, a free kids 1-mile Fun Run, surfing / paddling contests, and obstacle course challenges on the sand, among others.
- Additionally, the Carlsbad Beach Fest has actively promoted the City's trails and beaches and has gone to great lengths to increase access to the beach, especially by those who with physical impairments. The Carlsbad Beach Fest partnered with Adaptive Sports & Recreation Association to facilitate wheel-chair bound people, amputees and others to not only get safely onto the sand, but also to get into the water and swim.
- Cadavers and surrounding area are largest open space in Carlsbad. Quit letting homes and schools be built in it. Take away the land from game and fish and buy the rest.

Verbatim Responses: Access to recreation and active healthy lifestyles

- City as a whole is not very dog friendly. We drive to neighboring cities to take our dogs for walks and recreations
- Since swimming is so popular, provide more access and more great public pools.
- We need a pedestrian bridge crossing at Chestnut and the train tracks. The coastal rail trail took that away, regardless if it was a legal or illegal crossing path.
- Continue plans for the "Linear Park" along the beach. Encourage businesses to have kayaks, tennis, Monroe pool improvements. Hold more trips or tours to interesting sites- where a guide can encourage involvement.
- Help link trails, especially around lagoon areas. Would love to see Agua Hedionda Discovery Center have access to water to be able to expand educational programs that promote awareness and conservation of our unique habitats in Carlsbad.
- Better bike trails and public parks
- more organic and vegan eateries like native foods cafe.
- We are Missing a park near Lacosta Oaks North
- Keep open space with trail systems for walkers, runners, bikers! The healthier the people the happier the city!
- It's great where it is right now
- Continue to use the city's strong revenue and financial stability to provide diverse recreational opportunities, ala Alga Norte.
- Ease up on building more houses, condos, apts
- Dog parks and trails
- More hiking trails/ biking trails by the lagoon and ocean.
- Publicize the trails and connect as many as you can.
- Create more hiking trails.
- More active publishing of existing trails in carlsbad but rebuffed efforts to clean the trails at the same time
- We have done an excellent job, There are already 3 parks within a 5 min drive, and with in good walking distance. Many trails. But the bike lanes are becoming as large as the auto lanes, and at times this is very dangerous especially on a curvy road. The beaches and parking should be a priority.
- Improve and encourage by design walkability in the city and even suburban pockets. Look towards places like Ft Lauderdale (or Rio de Janeiro or Tel Aviv) to continue to improve coastal area. Allow small cofee, healthy food and drinks in proximity as well as seating. Invite residents of all ages to come out and socialize in such gorgeous setting.
- Eliminate the pay lot at Tamarack State Beach. Better Beach Parking.
- Education, events
- More parking for beaches
- Put in a dog park at poinsettias community park
- Continue to up keep our parks, trails and beaches, including our dog parks.
- Bike parks
- We need an outdoor publicly accessible raquetball/handball court.
- Ensuring that beaches are kept clean and remodeling the bathrooms and parking lots to allow more space for individuals to park and attend and keeping up to date allowing safe structures for individuals to use.
- It's California, there's no need to invest here. We already have a healthy lifestyle.

Verbatim Responses: Access to recreation and active healthy lifestyles

- Stop allowing so many housing and building permits that are straining our road system and turning this once quiet and peaceful city into south Orange County
- Complete the trail from RSF Rd in southeast Carlsbad through to Calle Acervo for better access to LCC High School,
- Just maintain what we have.
- As mentioned, access is key to promoting healthy lifestyles.
- Stop charging fee to play basketball during open play at gyms.
- Cleared access to trails, parking availability for easy access to parks, trails, beaches and keeping these areas clean.
- The people who want to get to the beach already know how to. I'd hate to see carlsbad build access to beaches like terramar, turn-arounds, etc. and clog up those beaches -- I love running by and seeing the surfers in the water and very few people on the beach. I think Carlsbad would lose its charm if we made every beach have easy access. Carlsbad already has done a great job promoting fitness, especially along PCH.
- Ensure trails are safe from predators, homeless, and ensure dogs are kept on a leash by fining those who don't obey.
- Maintenance on stair cases, particularly So. Carlsbad campground access, cleanliness of these areas, & security in the city's parks are a top priority.
- Like I mentioned before, with all the new houses going up in Olde Carlsbad, turn the Buena Vista Reservoir site into a community park.
- Limit Development, preserve open space, never hesitate to build a park.
- More signage for walks. Plenty of trash cans on beaches
- Complete the lagoon trail along Batiquitos lagoon.
- Add water fountains! Hiking any of the trails can be very hot and uncomfortable. Even walking the seawall you only have water fountains north of Tamarack.
- Please update Chase Field! The dugouts are woefully small and 1/3 of the bench the players cannot see home plate. They need to be doubled in size and cubby holes for batting helmets (like most dugouts have). One gate needs to be removed and the other one should open at the end of the dugout Replace old scoring tables. Fields are very, very popular.
- Do what you're doing. Add new trails. I know you get lots of volunteers (I'm one of them) so keep depending on them when you need help to promote the above
- keep maintaining parks, open space, bike lanes, marathon events, etc...
- We already have good access to trails, parks, beaches and recreation opportunities
- It would be nice to have a Senior Center in SE Carlsbad. It could be attached to an existing City Park. I find it easier to go to the Ecke Y for senior classes than drive into the Village.
- extend sidewalks, have more community outreach for activities and hobbies
- create more walking trails in south carlsbad
- Accelerate the coastal rail trail to Oceanside and points south. Add more dedicated bike paths and walking trails within our city. Improve the coastline from Carlsbad Village Drive south to the Ponto area with a "contiguous" walking path, not sidewalk in places and dedicated path in others, but a nice meandering waking path by the ocean with rest stops, tables and viewing areas. We should be known for our beautiful ocean views and walking paths along the ocean not our existing helter-skelter ocean frontage.

Verbatim Responses: Access to recreation and active healthy lifestyles

- provide public transportation with discounts for children and seniors to beaches, trails and parks in Carlsbad.
- More parks and trails
- Build more trails and maintain open space. DON'T build more shopping centers, we already have quite enough. Based on what I've heard about the proposed center near Cannon Road, you'd think our favorite activity here is shopping. Really??
- As an active hiker, I would like to see the City provide easy online access to maps of hiking trails; continue to maintain trails, expand, and improve them; monitor public use of beaches for safety and cleanliness; ensure adequate lifeguard coverage for swimmers.
- see previous comments. I don't see the city standing behind this ideal. In the 15 years I have been a resident, the open spaces have disappeared, but for a few parks. Everything seems to be geared to tourists (no parking along coast; instead hotels/resorts going in). Too many cars make bike riding unsafe. City planning - very disappointed
- The new Alga Norte Park is wonderful. I do belong to La Costa and it is pricey; however, for my family it works because it is in our backyard.
- See previous response
- The golf course is an absolute waste. Imagine the trail system/park we could have if we closed or opened up access!
- Free shuttle
- Close the golf course and convert it to a park
- Same response as previous.
- Limit current bicycle road access and do not create any more bicycle lanes. The city has plenty of recreation opportunities already, and encouraging dangerous ones like more bicycle lanes, is not in the best interest of Carlsbad.
- This makes sense for the people who living in Carlsbad instead of trying to create a false front for the people passing by on the freeway.
- This is what makes Carlsbad stand out as a great place to live, work and play. Improve trail maintenance and minimize development in trail areas that would diminish their appeal. Trails should maintain a green image and be a tranquil place to exercise. Surrounding homes or buildings diminish that.
- Budget money to maintain quality in parks, trails, and other recreation venues. These activities are good for tourists to experience, too.
- Greed has ruined it for this former resident
- Maintain the beautiful parks we have.
- Parking should remain ample and free. Planning for future capacity needs is important. Parks and trails should be well marked.
- I think the city's current plans and goals are on target for this goal. I love what has been done and what's planned for the future.
- Love Alga Norte! Thank you. I support any family friendly projects,
- stop building on all open space. Provide better parking where needed. Build community center at Pine Ave Park
- Build a dedicated outdoor pickleball venue with 10+ courts.
- I particularly would encourage more trails and a continuation of the Rail Trail on easements already in place.

Verbatim Responses: Access to recreation and active healthy lifestyles

- keep offering classes, add public transportation to reach facilities so we can get rid of soccer moms and everybody can actually enjoy them! Only paid parking at facilities, and very very expensive!
- Host more special events for healthy active families, walks, runs, cycling events. 4th of July events, Christmas Holiday events. Support more events in each quadrant. You should build some exercise equipment in Rotary park to attract active families like the port did down across from B Street Pier. it is packed with kids playing and would be a big draw to the village.
- Limit housing.
- it is a great image.
- Please continue to protect our habitats, lakes and trails.
- I firmly agree Carlsbad should support/promote (and mostly fund) an active lifestyle. This should be done by offering recreational activities to their CITIZENS AT REASONABLE PRICES! They recently eliminated the resident discount on drop-in fees at the city pools! How does the promote an active or healthy lifestyle? RE-INSTATE THE RESIDENT DISCOUNT! It it our pool! They also eliminated programs (masters) from the Monroe pool program when Alga Norte was open. How does eliminating a fitness program promote a healthy lifestyle? REINSTATE THE MASTERS SWIM PROGRAM AT THE MONROE POOL. The city has taken our recreational venues (the pool at Alga Norte) and focused on hosting Birthday parties as a way of making money instead of focusing on resident usage! Change the focus of the pool back to resident access and not rental access (pool time/lanes has been limited so lanes can be rented to private entities). Add a pocket park in the NorthWest sector so we have a park we can walk to and don't have to get in our car and drive. Don't confuse promoting recreational and active lifestyle with creating a park with zip lines! You are not an amusement park. You are a city who should be focusing on your citizens and their need for parks and fitness not how to use public land to make money!
- Keep the beach area up to date. Have good facilities and paths there.
- Quit building and get out of bed with the developers, who by the way rarely live in the areas that they rape !
- Clean up trails/beaches (not once a year) and better signage for the Calavero various trails
- provide additional beach parking and vendors
- more pedistian friendly areas... more lighting in Barrio.. RR crossing and safe bike access to both sides of the track.
- I think the parks department do a great job in the city of Carlsbad. They could maintain and repair items faster. The lights in the bathroom at the new Alga Norte park have been out in the ladies room for 2 months.
- Love seeing health activities on the beach and the green area.
- Continue to have active events, adding in diverse experiences in activity.
- Bike lanes should be separate from the roads. Bikes and cars should not share the same path. Check out Seattle's bike friendly paths.
- Swim ppol.
- Continue with current efforts
- no suggestions

Verbatim Responses: Access to recreation and active healthy lifestyles

- I've seen whale spouts a couple of times in the last week just driving along the coast. This might be good for tourists and touted more. Maybe put some public benches at some high points for our older citizens to enjoy some beach side whale watching.
- More trails, open areas (parks) not a park and rec. but open spaces of grass, trees, w/o playground. Peaceful places.
- Build bridge or tunnel at Chestnut across the train tracks for better beach access.
- Increasing the public's ability to park conveniently to access community features will help in this area. More benches, picnic tables and such might help and be welcoming to folks.
- Continue to develop a network of trails and parks
- Continue same
- I would recommend the City to put a little more emphasis in the pet friendly parks. For example, we have only one decent pet playing area in Carlsbad park, i.e., Alga Notre Park. The dog exercise area is covered with wood chips, which is very uncomfortable for the small dogs to run. Not to mention splinter may get to the paws which is painful for our furry friends.
- Just keep the hiking and biking trails clean and safe.
- who would not agree
- Continue to provide access to the beach and roads for cyclists. Improve on traffic safety so that bikers, walker and runners are safe; highlight the fact that Carlsbad is an active community and part of the culture and that everyone should be aware that there will be tons of cyclists and runners in the area. Continue to offer water sport lessons and training on the beach such as yoga, etc.
- Public spaces often over crowded. Limited parking. Perhaps encourage walking groups at specified times for those of us without families.
- The beach areas should have concessions or kiosks where people could buy an ice cream or snack. Parks are underutilized also. Concessions like a Starbucks in the park would create better gathering places in the neighborhood. Our parks are still 20th century design. Too rigid. How about some mounds of dirt or boulders for kids to climb on instead of painted steel.
- Expand the trail system and keep the open spaces. Continue to fund the maintenance and expansion of our city parks. Support the cleanup and maintenance of our beaches even if the beaches are part of the state system.
- Build the Coast Trail now from the south end of Carlsbad to the north end. Like that this also connects residents to the Coaster and other public transportation. Please don't delay in getting this in place. Also, need more safe bike lanes throughout the Carlsbad. Doing good, but need more.
- I think this is what makes Carlsbad so special. Please preserve natural spaces, limit development, connect trails, and build more field space and pool
- Trails must lead to where people want to go, be well connected in a continuous network, and pass through aesthetically pleasing natural surroundings--not next to loud auto traffic or causing pedestrians/bicyclists to have to compete with aggressive drivers. Increased number of pocket parks that are not activity-specific but encourage play and relaxation, as well as the larger activity-specific parks can become destinations along the trail route.

Verbatim Responses: Access to recreation and active healthy lifestyles

- get kids input and issue class credits to form health co-ops between older and younger kids. Use next door neighbor encourage small neighborhoods to have walks, bike rides, ect.
- Access to recreation and active healthy lifestyles is easy when you have the income for it. It is sometimes hard for young adults--who aren't supported by their parents--to afford the active lifestyle they want. Half marathons/marathons, road bikes, local gyms, lagoon rentals, etc. can all be expensive activities. Offering more-cost effective activities would be great--for example, "check-in, check-out" bike rentals/stations along the 101 (what's being put in DT San Diego), public parks with work-out stations ("par courses"), frisbee golf, shuffleboard (on table or ground), bocce ball.
- Have the trails continue along the tracks from lagoon to lagoon. Have a crossing at Chestnut over to the beach in the near future.
- It's already doing it
- Carlsbad should always play to its location strength. Access to the beach should never be de-emphasized.
- More park benches near the playgrounds with shade so parents have a place to sit and watch their children
- Believe the resources are sufficient. Trails are not overused, overpopulated. Parks should be made more available for kids to use and to be able to hang out at. Too many clubs are allowed to reserve space in parks and kids/youth have no where to congregate and socialize. This is a big void for those kids aged 13-17. There is no where for them to go.
- Opportunities are there, we need to get out of our cars and enjoy local resources, not going elsewhere for the same recreation. Lifestyle changes? Big missed opportunity, who is going to change and how can we better facilitate parents teaching their kid to ride a bike to school or not eat fried foods.
- build safer bike paths
- Add another pool
- More safe bike lanes
- Protect undeveloped land, create trails,
- Carlsbad is doing a great job in this area.
- See previous answer. City ordinance that 1/10 of land in all new developments be a community park. City should acquire land in older neighborhoods and do the same.
- Continue as is
- More dedicated bike trails like the one off tamarack into the village
- Love the bike racks in the Village. We need to expand on the concept.
- We have enough. Actually, the bicyclists have taken control and are out of control. They do not abide the driving laws! Running red lights, doing whatever they want.
- Maintain walking trails and parks very well
- Continue to ensure that there are bike paths throughout the entire City of Carlsbad; consider increasing the hours of the Monroe pool, continue to resurface the streets, keep up the great work in this area.
- Yearly discounted memberships for city parking and beach parking for residents
- Re vive Buena Vista Lagoon and create trails and recreation opportunities around this abandoned lagoon.
- More indoor courts to keep our youth busy.

Verbatim Responses: Access to recreation and active healthy lifestyles

- Maintain what we have but that is not a funding priority given what we have is so good.
 - More trails. More ability to get to recreation areas without use of cars. More community non threatening runs. Fitness and exercise trails. Why don't you provide the free open air exercise machines that some cities do?
- "Exercise paths" in the style of Germany's "Trimm Dich Pfad"
- More paths in the shade.
 - Increase space designated for parks and preserve current open space.
 - Maintaining healthy lifestyles is good but people will do this on their own. Creating "access to recreation" could mean more cost to taxpayers. I think it would be better to invest in walkable parks on what little open space and city owned property we have left here in old Carlsbad.
 - Have more free parking by the beaches.
 - Provide Hours on beaches allowing dogs on beaches. Many Calif. beach areas under the jurisdiction of the state parks currently have this..check it out.
 - More walking trails throughout the city that are directly accessible from neighborhoods.
 - Stop building! Provide a dedicated,separated bike path along 101.
 - keep bike lanes open, free of debris, create/maintain walking/hiking/mt. biking trails, educate AND bring legal action against motorists who are endangering walkers/runners/cyclists by using phones/texting while driving, using bike lanes as turn lanes, endangering cyclists, etc.
 - Make running along the 101 safer. Lower parks and rec fees ans Alga Norte pool fees. Or make or sliding scale.
 - Goes well with #1 vision
 - Provide ample budget to complete city trails and connect them, so that family-safe (not bike lanes on busy roads) routes are available to beach, schools and other destinations. Carlsbad has a world-class beach, but it's very hard to get to, especially if not in a car!
 - Provide more parking for visitors and residents along beach access
 - EXPAND THE AREA NEXT TO THE CARLSBAD STATE BEACH, IF THE STATE ALLOWS LAND SWAP ETC.
 - I don't personally know of any guidance being done to help people maintain a healthy lifestyle in terms of diet and fitness. Maybe mentally healthy though.
 - No need to go overboard
 - fix gates to beach along ocean street
 - Additional trails and periodically additional parks.
 - Create a disc golf course as a family friendly low cost outdoor activity.
 - Walking and biking trails
 - build world-class green spaces
 - Protect beaches and public lands, slow building on property at flower fields.
 - Promote and maintain trails, beaches, and parks. Have more organic community gardens.
 - Slow down the growth. Yes carlsbad is a nice place to live but the amount of people and visitors is too much for the small city. It's starting to look trashy in beach areas

Verbatim Responses: Access to recreation and active healthy lifestyles

and too much fast, stop & go traffic on the PCH. In addition the bike lanes are ridiculous surprised someone hasn't been killed cars go too fast & bikes take over entire lanes it's crazy. I've lived here since the 80s and one of the draws was the beach and outdoor activities but there are too many people in the small space. And don't get me started on the dogs. The sidewalk along the beach in the village is littered with poop & urine from the animals. Overall too many people have moved here too fast & city didn't do enough planning. Once Caruso builds his big thing we're going to be just like the OC

- Stop building on every inch of open space.
- Enhance walking trails and lagoon access.
- I would like more hiking trails in Carlsbad.
- At Pionsettia there is nowhere to park for the beach as there is a state park. It takes me 30 minutes to walk there from my house but I cannot carry beach chairs etc as well. I feel there is no access to the beach for my family without driving. A beach bus with pick up points might work out for a fee.
- Need to clean up beaches, slopes, more restrooms, parking.
- have better and clear pathways for the use of this
- I believe Carlsbad currently has exactly the right mix of recreation activities and resources. The emphasis should be on maintaining the level that currently exists.
- Need more pools to help increase water safety, support aging and disabled citizens and increase competition opportunities
- the fees that are charged by the city for parks is sometimes prohibitive, especially for those mid-week, daylight users.
- Hah, that's a funny one. Access to recreation like trails, parks, bike paths and the beach needs lots of parking. People drive to get to their recreation.
- What is meant by furthering access ? Bringing in the trolley, more buses, and more cars ? Absolutely not!
- I think it is very good right now, stay the course
- lower the railroad bed and create a path between agua heidondia and downtown
- More pedestrian friendly areas to encourage walking.
- Right now we have more children playing sport than ever. This is fantastic, but we need the facilities to support this. We need a sports complex in Carlsbad that has ample fields. Especially for soccer which is the number 1 sport in the USA but as the least facilities.
- add another park??and maintain the open space. Create city own sports programs to keep out outsiders making money on our citizens.We don't want to saturate neighborhoods limit construction permits for new construction
- More pedestian/bike accesses... Like a pedestrian crossing at Chestnut Ave.... We've been talking about that for years... Solana Beach and Encinitas did great jobs making it happen multiple times for each city, our coastal inland area is even more decided than theirs as we have this long fence that cuts off the two areas from CBVD to Tamarack... no fence even comes close to as long as that one is in San Diego... or even OC...
- SLOW down the traffic to be respectful of bikers and PLEASE build a bridge over the rr tracks on Chestnut in order to make the beaches more accessible.
- Repair stairs to the beach, that are now hazardous. Support community volunteer efforts. Landscape and put in irrigation, where plants no longer are holding up the

Verbatim Responses: Access to recreation and active healthy lifestyles

cliffs, and hillsides causing erosion. Remove overgrowth of plants, such as the cattails, from Batiquitos lagoon. Protect the health of our lagoons and sea. Create more activities for our youth at current parks that are affordable.

- Continue healthy funding for parks and recreation facilities and programs, keep fees reasonable, including Alga Norte
- Parks system and trails system should be well lit, maintained and patrolled for safety. Signage throughout the city to encourage exploration of nearby trails/environmental areas of interest would be good
- Access leads to overbuilding
- I believe we should keep doing what we're doing. Our trails feel cared for, we're adding bike lanes everywhere, and generally residents are seemingly out and about more than ever. I would like to see more sand on our beaches and replenished more frequently.
- Provide more paved or gravel trail areas around all the neighborhoods. Improve the areas outlined for biking by painting the bike lane green (like in Santa Monica) and cars seem to have more respect for bike lines that way as it's more obvious. Better pedestrian access from neighborhoods to their schools.
- The hiking trails in Carlsbad are great. Please allocate money to finish the plan you already have.
- There lots of walkers and bicycles on Carlsbad throughout. We have completed a couple new parks, swimming pools.

Parking is a problem and the city may have to think about three tiered parking place.or building somewhere?

- Charge competitive teams for field use whether or not they claim to be part of a 501 c company. The reality is that competitive soccer has taken over the turf fields for their competitive teams to the detriment of volunteer based recreational soccer and do not pay for that privilege. One major way to this is to charge competitive sports clubs that pay professional coaches for their competitive club to use Carlsbad fields. Carlsbad United FC holds itself out as a non profit. Part of it deals with recreational soccer and that is great and should not be charged field fees. The other part is competitive soccer. This program charges on average \$1800 per season to pay professional coaches to coach. There are approximately 120 competitive teams that practice on all of the new turf fields for free even though the club is paying for professional management and coaching. The City of Carlsbad is subsidizing competitive soccer by providing approximately \$324,000 per year in free fields. Additionally, Carlsbad United Coaches routinely get paid cash for private soccer lessons on fields provided to United's Club for free. This money could be used to help community services or education. Any competitive club sport using Carlsbad fields should have to pay for field time whether or not the overall organization is a 501 c company. Only community based volunteer sports should be allowed to receive free field time. Professionally coached teams that are competitive and travel should not be allowed to use Carlsbad fields for free
- More walking areas out of traffic's way.
- make access safe for families and animals.
- Remove the fees to use the lagoon for paddleboards/kayaks

Verbatim Responses: Access to recreation and active healthy lifestyles

- Continue to provide & maintain high quality parks & recreation facilities.
- City has done enough in this area for the time being
- More isolated paved trails like the one between Tamarack and Carlsbad Village. An isolated West/East trail would be great. Develop paved trails around Calavera Lake. Encourage biking to Legoland and the beach. Restroom is needed north of Frazee Beach, and shower/restroom is needed at TerraMar. Shower needed at North Ponto.
- More walkable parks in all areas, this connects people.
- Maintain the land they have already. Make it pet friendly and clean
- Purchase more natural open space and convert Buena Vista reservoir into a passive park.
- Create a bike path that is family friendly that connects Carlsbad with its cities to the south.
- More parks, open space and bike paths. Railroad Overpass at Chestnut to give beach access to Village and Barrio residents. No further retail/commercial near beach. Protect beach access for residents and surfers.
- Look at all areas of the city and ensure that these areas have access.
- Build a community swimming pool
- Stop interpreting the open space plan to allow more cookie cutter track homes to be built on beautiful natural open spaces
- Keep on doing what you're doing.
- Doing a great job
- Maintain walking trails. Support Alga Norte Park and Aquatic Center.
- We have lots of these things already.
- Improve beach amenities and access, improve parking, and views of ocean.
- Preserve, enhance and expand parks, trails, beaches and other recreations opportunities (BUT wait - don't over emphasize bicycles!)
- Said it earlier
- Continue to refurbish the existing trails and parks that we're burned in the wild fires last year. Plant New growth and continue providing maintenance to keep these areas healthy. Park equipment should be checked and repaired on a very frequent basis.
- Chestnut bypass at train crossing. Heavy traffic on Tamarack & Elm. Keep parks maintained & supervised.
- Again, linking up the walking trails in the open spaces would go a long way toward this priority. It would be especially wonderful to have a walking path around the lagoon to facilitate a beach lifestyle by being able to walk to the beach and being able to shop at the outlet mall or new development and then walk by the lagoon for a picnic.
- Focus on south Carlsbad!!!
- A kids bike park would be a great addition. Other new parks like Alga Norte are great.
- Restrict building in Carlsbad. Housing developments all over Carlsbad promotes air pollution, traffic and destroys the beauty of nature.
- Offer the rate on recreation programs to City of Carlsbad employees.
- Good - esp. for seniors.
- Seems like there is less (safety) room between bikes and cars. Bikes need to ride single file, and not three across the bike lane. Makes right turns impossible.
- Let us walk thru our parks with our dogs on leash! Ridiculous that I can't go for a nice walk at the park across the street with my dog on a leash!

Verbatim Responses: Access to recreation and active healthy lifestyles

We need more beach paths as well. Why not a sidewalk along the coast hwy beachside?

- The Village area needs a walking/biking path over the railroad tracks at Chestnut Ave. for better access to the beach area...ASAP...thank you
- more fields like Alga that support programs like Friday night lights
- There are large areas of Carlsbad beaches that are dangerous to access by the public. There should be more stairs in those areas instead of dangerous steep dirt trails.
- Carlsbad's beaches and beachfront areas have been a neglected resource for many many years. As a result, our neighboring communities have pulled well ahead of us in terms of access and infrastructure improvements that support the vastly increased usage and satisfactory visitor experience. Residents plainly desire improved open space and better access to outdoor activities. In addition, if Carlsbad wants the economic benefits of increased tourism, then significant infrastructure improvement will be required or those visitors will preferentially go to Oceanside or other nearby communities that strive to accommodate them better.
- We have the beach, access to deserts, mountains, etc.
Preserve our open spaces and send the developer locusts packing.
- Keep the community involved
- Access to world wide Airports via Palomar is a major reason I moved here
- I think Carlsbad is doing a fairly good job, but please continue to improve. REMOVE THE PAID VOLLEYBALL COURTS! This takes up valuable sand and space and the company is rude. Please work with the State of California to remove these nets that are in places where I like to sit and enjoy the beach or just play a game of volleyball. If I want to take my friends or family to play a game of baseball in one of the fields, I can't because they are full of paying events and we can never just play a spontaneous game. I hate this and it is in every city. Sorry, it just bothers me that I can't just go to a park and play a pick up game of baseball.
- Develop and maintain walking trails throughout all open spaces and lagoons.
- Ensure funding never drops below current levels and more importantly, do NOT compromise parks and open space in the name of commercial or residential development!
Since I moved here, we've lost the "flightline" trails off El Camino and Palomar Airport.
- better control of outlying areas for pedestrian safety. i. e. La Costa Ave. very dangerous for walking/biking, speeding cars!! . Crosswalks too far apart. New mall is great but walking to it is dangerous.
- May be built gym or fitness point for public use for a moderate and reasonable fee.
- I think you're doing it with the hiking and biking trails
- More trails like the Batiquitos Lagoon Trail, and trails around Aviara.
- One of the reasons for our relocation was the active carlsbad lifestyle. I don't think the city needs to do much more to promote active lifestyles. It would be great if the sidewalk at the powerplant (beach side) would continue south along Carlsbad Blvd. I believe that is a goal of the city and that would be fantastic. I would focus on safety. Like I said before, there is just not enough lighting along Carlsbad Blvd and people like to run across the road at all hours. The other improvement Carlsbad made was putting the bike lane in the middle of the road on the Palomar Airport Rd. bridge.

Verbatim Responses: Access to recreation and active healthy lifestyles

Huge mistake in my opinion. That bridge and circular road going south need to go. It's a very unsafe situation and I'm surprised and happy there are not more accidents.

- More parks and more public access to beaches. More walking trails.
- I would like to see more trails along 101 that are safe for biking and walking. I also want to see trails that allow dogs and a beach that is specially set for people with dogs. Also trails around the Laguna Hedionda or other open spaces.
- I think that maintaining the beauty and landscaping around existing trails, parks, and beaches should be priority over trying to expand until new housing communities are built.
- Better Bike and walk ways perhaps even more. Maybe interactive walk ways with information on Greener living; and information about the wild life habitats that way families can go and learn something while they walk. Or even a history walk. With history about the city.
- Complete the trail system and planned city park improvements. Fund the Roberston Ranch Park construction.
- Promoting active lifestyles and community health is a big order, and cannot be fulfilled by furthering access to recreation opportunities. This is silly. How about lowering taxes so we can choose our own path to health?
- Create a pedestrian crossing at Chessnut and Rail Road.
- Planning
- Cyclists need to follow the law regarding stop signs, staying in their designated lane, and operating safely.
- Again, this should start with free education in the workplace; that translates to home life. Also, family discounts for all community run programs like little-league baseball for instance
- Buy open space when economic and available
- Continue to maintain and promote healthy living in Carlsbad. Enforce the city laws that animals off leash cannot be present on public spaces. This is especially important on trails that hikers, runners and bikers access at all hours of the day. Ban smoking in the City limits.
- Create a bicycle/walking trail to cross over the Agua Hedionda Lagoon either on the lagoon side or by the railroad tracks on the west side.
- Another unique attribute Carlsbad has and we should continue to enhance and take advantage of! Wish there could be more coastline walking and biking areas.
- lots of biking/hiking/walking trails. great. maybe walking/hiking meetups? walking paths along lagoons
- Make sure \$ is put aside for upgrades/updates as to not further tax the citizen due to poor planning
- The more trails the better
- spend more upon lifeguards, beach & bathrooms
- Preservation.
- Bike park!
- Connect trail systems to encourage walking and biking throughout Carlsbad.
- Regular classes such as yoga and exercise classes in Heritage Park that are advertised throughout the city
- More maintenance of the beaches.

Verbatim Responses: Access to recreation and active healthy lifestyles

- Open their minds to everything recreation, like shooting ranges etc.
- "Trails" to the beach are already in place. The eucalyptus grove on Monroe is a terrific place to run dogs. The "dog park" on east Carlsbad Village Dr. is nothing more than an exercise yard similar to a prison--no dogs are active, they wander around the compound and seem bored. Not at the eucalyptus grove. More parkland, fewer housing developments such as the huge one being built on El Camino Real, creating even more traffic on high-speed El Camino where drivers go as fast as on the freeway, then slam to a stop at the last minute at traffic lights.
- Have a well advertised meeting before a department gives its final recommendation to city council for changes to present plans
- Parking fee is too expensive and super difficult near the coastline. Safety issues around the trails- when theifs break into cars....
- I think Carlsbad is doing a good job with this. One thing I would say is promote pickleball as a family activity in All rec centers. It is a wonderful game for all ages, young, middle-aged, and older.
- Allow access to natural open space for hiking and biking.
- Keep the walking paths in shape. Many broken sprinkler heads along path at Rancho Carrillo that goes around Leo Carrillo Ranch. Very muddy conditions for over 2 years.
- Maintenance of these areas is crucial. Carlsbad has done a great job of providing parks and trails; now, we need to make sure we invest what is needed to keep them looking great!
- Improve bike lanes.
- Control the building. The route along El Camino is turning into a major business row. Traffic is terrible and morning commute is becoming impossible.
- Ensure maintenance of current facilities and trails.
- Carlsbad already has a huge lead over most cities in this department and our trails and beaches are some of our greatest assets. Keep it up; connect the trails; add more trails; preserve our outdoor space; keep our beaches beautiful.
- It's important, but in relation to education I would fund the schools first. I think the replanting of tamarack was great though.
- Connect trails together
- Continuing working on connecting all the trails and promote their availability.
- Develop ponto
- Maintain open space and continue to work on parks and trails.
- Secure the open space you are supposed to and make it available to residents for hiking and biking. We have the best natural resources available, just secure it and set it aside and let us use it! We don't need painted lines and lights. We need open space to play, hike, and bike. The trails we have now are too few and far between. Keep the beach parking free for residents.
- Keep balance of open spaces and development. Increasing housing density and the resulting traffic makes biking and walking more dangerous
- Keep the community events that promote good health and group recreation alive and well. Keep those trails, parks, and beaches in good repair and available for all of us.
- More bike and walking trails
- I think our beaches and access are great. The big problem is parking. Having a large lot away from the beach with shuttles would help alleviate traffic and the parking issue.

Verbatim Responses: Access to recreation and active healthy lifestyles

- I think the city of Carlsbad does a great job with this!
- Offer activities for its citizens to enjoy
- Minimal monetary charge for parking.
- Need bike only path....along train tracks?
- Add mountain bike and dog-friendly trails.
- Bike pathways
- I do not feel there needs to be such an emphasis on this. The location and lifestyle of the area already has a huge influence on health and active lifestyle.
- This is my favorite thing about Carlsbad. Please connect the trail network so we can walk/jog through the city.
- A little too Orwellian here. My health is my business... My lifestyle is my business... You decided active and healthy are 'better' is not in your charter as Government.
- I'd like to see more parks along the coast,
- Limited kayaking at Bataquitos Lagoon.
- More parking at the beach. Maybe a parking break for locals. Access to recreation & healthy food choices like farmers market.
- More promotion of the rec classes....two or three times a year is not enough
- Free locals only fitness classes
- Safer family biking areas. Making rec classes more affordable. A 10% resident discount is a joke.
- Increased trails. Improved trail running.
- More walking/running paths near the water... Sidewalks; easements; etc.
- Creating more trails designated for runners/bikers.
- Provide more information on water sports in the area.

What should the city do, either right now or in the future, to help achieve the value of "high quality education and community services?"

Verbatim Responses: High quality education and community services

- Continue to support the successful education system in Carlsbad. Both public and private (Pacific Ridge School).
- Install dedicated pickleball courts to be able to have a place to teach the sport and it's intrinsic values covering both education and community service to the Carlsbad population. Carlsbad is well behind the curve on this.
- Be sure that the housing and community services are affordable for low income families and seniors, fees could be based on income. Also reduce class sizes in schools.
- add pickleball courts
- Not sure what the solutions are but an aging population will require changes in all areas
- More events at libraries.
- don't know
- Increase public transportation for the growing senior citizen population.
- move money into TECH and TRADE Schools we need plumbers, welders, craftpeople... not more lawyers
- Class offerings through Parks and Rec are good. Programs through the learning center might be offered to the public? Publicized more?
- services for children and seniors and other vulnerable populations (homeless, migrant workers)
- Offer continuing education and more diverse and higher density housing in downtown Carlsbad.
- Team with the school district for activities
- Push the legalization of recreational marijuana and tax it higher than alcohol, put the taxes back into the educational system.
- Provide more funding to schools. They even need to raise funding for basic classroom needs. This is not acceptable.
- Strengthen policies to attract and retain the highest quality teachers. Our schools should rival Poway and Del Mar Union. Also create community events that promote education and learning outside of schools. These can be events at local businesses. E.g., tour of mussel farm, event at museum for music making. With the businesses headquartered in Carlsbad, the possibilities are endless to bring business and education for the community together.
- this is far too broad of a question and why it is so hard to get anything accomplished. Tying in "provide housing" with high quality education. I don't see these correlating and I really don't see any buy-in from older conservative voters in Carlsbad as this looks like "housing for lower income" that's not helping property values.
- Carlsbad schools are in and have been in a decline for some time. In the "mom world" people are year in and year out disappointed in Carlsbad schools compared to neighboring districts.
- Smaller class size!
- Pay teachers more, treat them better, set higher standards for them and the kids.
- dump common core

Verbatim Responses: High quality education and community services

- Work toward bringing a college or university into Carlsbad.
- I agree we need "High quality education and community services", however, that is such a subjective question it is ridiculous.
 - 1) stop playing the emotional card when presenting the situation
 - 2) be realistic about revenues and expenses
 - 3) manage the pension and overtime situation of city employees - this include educators, administration, police, fire, et al
 - 4) just because you pay an employee an exorbitant salary and pension does not mean those employees are worth those funds
 - 5) create a more balanced review process for employees and if an employee does not meet certain "production standards", allow for termination without having to jump through incredible hoops.

This isn't just pointed at Carlsbad, but at public employees in general. Government payrolls are too big, government salaries are too high, government pension are unrealistic.

Although 2013 numbers from <http://transparentcalifornia.com/>, Median full-time employee total pay and benefits \$110,598.49 is out of control.

I love Carlsbad but that is too high.
- Support our excellent schools and their leaders.
Keep providing activities for families
- Remove the idiotic low income housing requirements that are being taken advantage of by LLC's.
- housing is NOT a community responsibility
- public safety and crime near the "subsidized housing" units is not measuring up. We have home breakins and car smash n grab thefts weekly since they built the condos by the foothills on Cannon Rd/ East of El Camino Real.
- Not sure
- CUSD needs more investment and implementation of STEM based learning programs to better prepare students for new and expanding skill sets required of the 21st century workforce!
- Be creative and think outside the box. Look for success stories elsewhere and incorporate here.
- Provide more teaching opportunities for the community, access to the universities and promote community services in high traffic areas in the village.
- More schools, but smaller- interspersed w neighborhoods
- Focus on funding for the K - 12 schools is my number 1 priority. Focusing on education and strengthening the education system will provide benefits for Carlsbad for many generations.
- More community news letters on the services and opportunities offered by the city to residents
- Absolutely agree to the extent we are talking about K-12 education opportunities. This has to be one of our top priorities.
- Continue to improve and expand online library educational programs, extracurricular school activities and environmental learning annd volunteering opportunities

Verbatim Responses: High quality education and community services

- Keeping the schools safe for our children should be top priority so they feel they can go to school and be safe
- Look into homelessness solutions that could blend with open space(where many live/camp.... Build huts/pods/something to provide shelter, especially for the homeless that are disabled in any way
- Study yoga and ditch teaching models that are not effective. Help children gain confidence through emotionally supportive teachers and skill building .
- continue investing in the schools and the city recreation/arts programs
- Smaller classroom sizes and funding for PE at school
- I have two children in Carlsbad elementary schools, and I am very disappointed in the level of academic awareness. The principal is more worried about extracurricular activities
Than core math and reading
- Financially and materially support the public school system as much as possible.
- Reduce class sizes; allow teachers some freedom with curriculum to make learning fun not just a way to do well on a test
- Attract quality teachers
- Education is not a City government responsibility. Community services and safety are fine now. Drugs in the high schools are a big problem, if you want to tackle that.
- Build a YMCA
- Education is number one, we should put more focus on struggling students via grade monitoring and make sure they aim for the best universities after k-12. The goal is lifelong, not just what Carlsbad can offer up thru high school.
- Fund schools
- We go to a private school but love the Summer Camps and rec classes for kids
- For public safety reduce homeless, rv vagrants and the damn motel 6 that brings crime and prostitution
- Not a problem
- No more high density, lower income housing
- Public safety and schools should be HIGHEST priority. I do not want contract sheriff or fire. Good support of the school district drives home prices. People move here for schools and ambiance.
- CUSD should be the best school district in the county. They have some great board members especially Mrs. Williams who is a treasure.
- Private sector partnership. Mentors, secondary education internships
- Education & Learning - Continue to support and enhance programs at the Library and Senior Center.
Safety - Police foot and bike patrols in the village and wherever police have noted a need for their presence.
- More public pre-school opportunities.
- Good education requires higher standards for teacher performance and student effort. Just letting people slide by isn't acceptable.
- what housing is provided? to whom?

Verbatim Responses: High quality education and community services

- Alga Norte is a step in the right direction. More of the same. Also, increase police and infrastructure. Our streets are overcrowded and speeding is out of control. Walking bridges over El Camino and Rancho Santa Fe Rd.
- Remove any tenure laws teachers have so they don't get lazy.
- Stop building new homes immediately. Place a 50 year moratorium on new home permits.
- Pay our teachers, lifeguards, and other lower-rung city employees enough so that they can afford to live here! Fully-fund our Carlsbad Housing and Neighborhoods office, so our disabled workers, Senior Citizens, low income families, low income retirees can live here. Provide for Carlsbad WiFi and highspeed Internet access for every home, business, shopper, and visitor in town.
- Ensure support in public schools for art and sciences. Think city is doing a great job with the variety and number of community classes offered.
- Add online education.
- Smaller classes, more assistant teachers
- A free market will always allow those that can afford to live in a city to determine the cost of housing. There is no need to provide falsely cheap housing as it drops the value of current working class family homes. Carlsbad needs to support it's tax payers and not chase them away.
- Add fun programs for children in the arts.
- High quality education, yes. It's not the City's job to provide housing. That's what private industry is for.
- I question the value of "hobby" education that uses public funds and or infrastructure to teach classes that are time fillers and should be paid for by the participants. This is especially the case with parts of adult education that are not for career enhancement. I'm a senior and feel I should pay for my diversions.
- More free or affordable programs for kids of all ages
- Nobody measures the quality of education and "community services" can mean anything.
- Align business skill gaps with lower level education. North county economic development council is survey there two groups to identify gaps
- Unsure - community historical events would be good. Opportunities for community learning.
- To the extent possible, partner with and support CUSD. Provide more community engagement opportunities for parents and students.
- Support our school district, police and fire departments! They are all key to property value and quality of life!
- stay the course
- Providing housing should not lower the standards of Carlsbad because when you lower the standards of housing it seems to bring more crime like Vista
- Pursue converting the old insurance bldg on Faraday & El Camino Real into a higher education or tech university.
- Public safety is of primary importance. Excellent K- 12 also a priority. We can't do it all and lifelong learning should be balanced against these.
- Adult education, more affordable housing options for families.

Verbatim Responses: High quality education and community services

- The city is very safe, due primarily to the efforts of our public safety personnel, support and finance them in their efforts to recruit, train and retain the type of employees this city deserves and needs.
- Tourism should be the main focus of Carlsbad and placing our efforts into improving and tying together Carlsbad to achieve the Beach community feel.
- Don't overbuild and ruin the open spaces!
- Continue to promote high quality education
- Encourage high academic ratings in our schools and encourage academic competition.
- Carlsbad should have the best education for our kids in all of north county
- Housing and community services? Like more welfare?? Not sure what this needs but the last thing we need is more nestled low income housing tracts.
- Provide mixed affordable housing
- Public safety has long been neglected in this city. I've lived by Fire Station 3 for over 25 years. I've visited on a number of occasions and have been blown away at the insufficiency of the facility. How is it that cities with far less significant financial resources are able to take care of and take pride in their fire departments while we place ours in outdated, inadequate facilities?
- Spend on schools period. Pay teachers well, spend on good facilities and activities. This is a huge one for most people I talk with. This is a family town more than any other coastal town in SD county and that makes it stand out
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels.
The Carlsbad Beach Fest has Education as one of the planks of its mission. It's about reaching out and educating people about the importance of our precious coastal resources: our beaches, oceans and waterways.
The Carlsbad Beach Fest also has strong ties to local primary and secondary schools and universities. Many of our event volunteers and beach cleanup activists are young children and high school students. And our partnerships with local schools and universities such as the Army and Navy Academy, Cal State San Marcos and others helps to create a feedback loop of students that are eager to learn, educational institutions that are eager to teach, and local corporations that are eager to hire.
- Offer equal opportunities to all community members. Immigrant children should have access to after school sports, arts and other extra curricular activities free of charge or at a lowered cost.
- I don't think the city should be providing housing or trying to bring education directly to the community. There is adequate educational facilities in the close communities of Oceanside and San Marcos.
- Spend more on schools. Computers for kids.
- Seek and secure ways to increase revenue for school district to fund more teachers and smaller class sizes -- think about initiating solar to reduce costs
- Offer and promote more AP classes at high schools. Strive for the brightest and smartest.

Verbatim Responses: High quality education and community services

- Support more programs by creating innovative opportunities; like Makers Space, provide support for teaching trades; support to new technology in libraries and public spaces. Reach out to City Staff and companies to inspire apprenticeships
- Put stop signs or lights on all of the crosswalks on Carlsbad Blvd
- smaller class sizes, bring back the arts, more technology focused and introduce foreign languages in elementary schools.
- Secure more funding for education. Reduce class sizes. Hire better teachers
- Hire the best teachers, let's match quality of education as that of the east coast.
- The effort to bring a university to Carlsbad is silly. Emphasize life-long learning opportunities, leveraging the community centers. Focus on areas that can't be learned well online (e.g. arts, sports).
- REDUCE TRAFFIC LIGHTS WHICH CAUSE TRAFFIC, ROAD RAGE AND LOSS OF PRODUCTIVITY
- More higher education options
- I don't think the city should get involved with housing. That is better left to free markets. Education is also better left to free markets. Not sure what community services you are talking about so this is hard to comment on. Public safety is already very good so no need for change.
- Keep up the great work.
- A focus should also be on "vocational" training. Not every student is college material, but they do have individual talents, that with help, they could become an enterprising individual.
- I don't agree with providing "affordable housing" at the cost of others. Push back on State requirements for this
- Indifferent.
- Step by step start changing middle schools to smart technology schools like Sage creek HS. This is what the next generation will be faced with. Invest in the infrastructure (no more AC going out during the summer)
- Better communicate with aging population. Help this group in being well informed before too late. Improve - or help promote - short distance public transportation. Housing for this population: Help families stay together and maintain privacy with building codes that allow for this. Synchronize traffic lights in major thoroughfares.
- Housing is a consideration at Lakeshore Gardens. The owners are quite arbitrary in their new contracts regarding increased rents and other issues. They are forcing people to leave and it's almost impossible to sell since January 2015 with the new increased rates. Need more support from city officials.
- Night classes & any options to help adult education
- Consideration of staffing levels and equipment placement of emergency facilities and apparatus to facilitate minimal response times, continue to strive to offer the highest level of emergency services via city employees.
- Continue to put funds towards the youth programs.
- We personally are looking to buy a home in Carlsbad in the next year or two with a first time home buying program through the city. We love Carlsbad. I do think you need to get the boundaries for Tri-City re-done. Carlsbad has expanded and the

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citizens should be able to vote on the city's hospital. My mother works for the Hosp. And says during voting season it puts the hospital at a disadvantage because Carlsbad could have more say in a public hospital that should serve all three city's.

- Maintain lower student to teacher ratios.
- Full day kindergarten
- For housing, allow more affordable housing to help millenials have the opportunity to live in Carlsbad. Developing apartment or condo complexes that young professionals are able to pay for will bring in more revenue and strengthen the city's "hip" vibe.
- Don't be a hindrance
- Decrease prices of community/parks & rec classes. Decrease fees for Monroe St. Pool. Eliminate or decrease fees for senior center fitness. Provide more affordable housing, including for those w/o kids or disabilities. Spiffy up the buildings on Harding St.
- I think the city does this well now.
- Enforce dress code, foul language and respect in driving. Kids at Carlsbad High are awful looking in their cheep clothing and they're language on campus is vulgar. Get rid of tenure and make teachers actually teach. My daughter has to teach herself math because Mr Glazer isn't teaching it effectively.
- No condos or apartments!
- Pay teachers what they deserve
- Offer a variety of classes that the community can participate in, learning languages- spanish, variety of art classes, music, dance for all ages.
- Not important to me, however I don't have a family or parents in Carlsbad. The people I talk to (neighbors, friends) don't see this as an issue either.
- We moved from Cbad school district to a house in Encinitas school district for a higher quality of education.
- I don't think it's important that Carlsbad bring in a college. That's a regional issue and there are already great university and community college opportunities in the county. There's no reason for Carlsbad to use resources to bring in a higher education.
- More affordable senior housing
- The city should not be in the business of providing housing - but merely encourage types of housing with incentives.
High quality education is a must.
- Put a high school in the south end of the city. It's ridiculous that both high schools are so close and the high school I'm closest to my kids can't attend because, although in a Carlsbad, it's not in our district. All schools in our city should be in our district.
- The city is saturated with recreational sports for children and adults. We need more local opportunities for education in arts, music, dance.
- need higher quality education not more housing
- Education doesn't seem important to Carlsbad... For example... The aides that work in your school district could not survive on their own, yet love what they do. Don't tell me EVER the City can't change that! You can absolutely make a difference!
- All ready more than adequate.
- I think you have asked 2 very diverse questions. High quality education is essential. They will be the leaders of Carlsbad. Of course safety is important--but if you have strong neighborhoods, they will take care of that.

Verbatim Responses: High quality education and community services

Go slowly with the next question. They need to be aware of what we expect from them in return. Teach them!

- I think the City is already doing an adequate job.
- Perhaps have more "Town Hall" type of meetings. It would be nice to have a public forum with City Council to address the public. More often than just the State of the City.
- CUSD is not providing the best education possible. Help reduce class size and provide teacher education and support for common core
- get good teachers, have a better way of evaluating teachers
- Provide free job training with PLACEMENT in local businesses.
- Keep the sports and arts
- not an urgent priority now
- Fund both public and charter education programs through Propositions and grants. Continue active police presence and enhance response time for safety issues.
- Continue supporting the schools, the library, the library art gallery. Give benefits to community college adjunct teachers.
- A little alarmed at the look of the police force. New cars, motorcycles seem designed to hide and catch drivers (in neighborhood areas too); less feel like a community service
- "Providing housing & community services to a changing" translates as low income, subsidized housing. Not where Carlsbad should be headed.
- Re affordable housing, my emotions are mixed. To me, it is not about race, but class. I am a senior; I want to feel safe. As a woman, no matter the age, safety is important. I fear being preyed upon by people who are wanting. As much as I wish them well, I like to travel and know that my home is safe. It's complicated.
- Smaller classes, after-school academic activities, perhaps a local branch of Mira Costa or Palomar college
- Keep affordable living in Carlsbad that we already have.
- The current high school is not providing sufficient learning opportunities to the students. The idea that the "community college" concept is successful is false. This city needs to truly become a leader in providing opportunities to high school students and incorporating them into civic events and city administration opportunities.
- Why should the city provide housing for a changing population? Shouldn't people be responsible for their own housing? Or is the city trying to take care of a changing population at the local taxpayer's expense? Doesn't sound like the direction we should be going in.
- High focus on baby boomer needs and requirements
- All good. All with sound purpose. All need to sustain Carlsbad as a 1st class CITY.
- Bring a major university to carlsbad, use the existing carlsbad golf course as a campus for a major university
- Honor, publicly, good educators, educational programs, and encourage more educational institutions to locate in Carlsbad...Jr. Colleges, specialty training centers, graduate schools, and private schools. This should be a separate area of focus from housing and community services.

Verbatim Responses: High quality education and community services

- Focus on maintaining parks and play areas. and encourage use by families and children by incorporating structured activities. pay close attention to housing development as this is an area that can get out of control quickly and undo the comfortable feel of the community by overcrowding.
- Adequately fund public education and ensure that all students, regardless of race, income, gender or sexual preference, have the very best public education money can buy.
- Encourage a wide range of private education opportunities and schools as well as public facilities.
- Continue a partnership with Mira Costa College in the city of Carlsbad. Continue or enlarge adult education and senior center services. Maybe separate senior center services from parks and rec.
- Limit low income housing to the minimum required by law and create housing for our seniors.
- Build community center in northwest quadrant now--enough with the excuses & years of delays. Be sure senior center calendars are published at least 1 week before end of month. Hard to plan & attend things when it comes out after the 1st of the month. Offer more free or low cost activities for all age groups. Need police enforcement of all laws all the time. Too many people are used to getting away with breaking driving laws--cell phones, running stop signs when no one else is around & not stopping for right turn on red light.
- This seems vague and has several items commingled. What is meant by "housing services"?
High standard for public safety - yes.
Life long learning - yes.
What is meant by "comprehensive education"?
- Promote housing for my children's age group 26-30 smaller homes etc
- Provide more apartment rental properties and small condominium projects.
- Attract additional educational institutions that would help to educate our workforce and provide a higher quality of life for everyone. UC extension programs etc.
- Limit housing and high density buildings.
- Close campus during lunch. Propose uniforms for all high school students.
- REFOCUS ON PROVIDING HIGH QUALITY COMMUNITY SERVICES! Reduce constant over emphasis on public safety workers. We are a quality city and public safety workers should want to work her based on that. We should not have to pay more than neighboring cities. There is low crime here and it is safer for the police officers so we shouldn't have to over pay. Although we recently had fires, our fire department also has it easier then other areas.
- Consider higher visible police presence with bicycle patrols in high tourist areas to reduce the potential for opportunistic crime, especially during holiday weekends and summer months.
- Keep facilities up to date. Leverage the great teachers we have to ensure that they have the tools needed to educate our students.
- Build a high speed internet. Current options are not beneficial and would increase competition and improve access for education and services.

Verbatim Responses: High quality education and community services

- The more dense an area is the more it loses appeal to productive citizens and attracts undesirables.
- esl
- Lower student teacher ratio
- Question contains too many different topics to vote on.
- Need more middle income housing. allow more liberal parking requirements and allow more housing than GMP allows
- Education is NOT a city responsibility. That is for the schools.
Community services...can you be more specific? That's a very vague term that could mean almost anything.
- It would be great for other groups within the city to collaborate more
- Get rid of the this school is better than that school parent talk. My kid have attended Calavera Hills since kindergarten and now I have a 4th and 7th grader. I am very happy with their school and teachers. But I still hear parents say that Hope school and Valley are far better than Calavera. To the point that it almost sounds stuck up. It needs to change.
- Provide technical programs for students who are not university bound - to enhance careers with a skill or trade - e.g. electrician, mechanics.
- feature on-line courses coupled with brick building
- See my comments re libraries
- Ensure access to art, music, computer and physical education classes Emphasize focus in areas of STEM (science, technology, engineering and math)
Continue outreach and community enrichment offered by libraries, art foundation and parks and recreations
Create and focus on civics in earlier grades lay a foundation of community awareness and service
- no suggestions
- Continue our excellent leadership in police, fire, and emergency services.
- Reduce class sizes, increase pay for veteran/excellent teachers, provide opportunities for affordable health care for those who don't have insurance through their employers...etc
- no public housing
- This goal encompasses so many different ideas and philosophies that it is impossible to simply agree or disagree. Safety is of highest importance in this category in my view.
- continue to provide a high level of education in the schools and promote community service in newsletter, etc.
- More health and wellness education and opportunities for yoga, tai chi, qigong, feldenkrais, art (painting, sculpture, mosaic) spread throughout the city.
- It is not the city's responsibility to build houses.
- Invest in joint development and support of the city's public schools. Allow schools to use city resources to support education - i.e., parks, pools, beaches, theaters, libraries, etc
- Very impressed with the education improvements in recent years. Stay the course!
- Offer preschool

Verbatim Responses: High quality education and community services

- The future is in local added manufacturing. Have as many schools, businesses, come together for teaching how to make things locally using a more local supply chain. Maker Shops funded by memberships and buy in with local currency. Carlsbad coin, redeemable at local stores and can be exchanged for national currencies ideally at the public bank or local banks at a discount of 5 to 10 percent. credit could be issued by Public Bank and or with local businesses like in San Francisco with Bay Bucks.
- Maintain strong cooperative relationship with school districts, continue the ongoing Parks and Rec programs, day trips, classes, senior center programs. Reach out to affordable housing communities to engage them in local events--to help them to feel included in the rapidly gentrifying neighborhoods.
- Public Safety is paramount and should always be top priority as service provided. Housing is not a government operation.
- More higher density in the downtown area so more people are able to live and be able to walk thru the village, beach and to the transit station.
- Stop building new houses. It's already too crowded and losing the small town feel and open space
- Much of Carlsbad's activities have previously been only targeted to children or elders. Carlsbad needs to include more activities for the 20-30 year age range, including educational events at the library for the young businessman/woman and community service events with this age group helping children and elders
- Continue to fund the best libraries in North County.
- Think education and community service are two separate issues. Focus on education is key for the future. Investment in schools and improvement of education is critical.
- Make sure all children are reaching their potential and are receiving the support they need. Put in more hands on classes such as cooking, hands on science classes, cake decorating.
- Education, population and pollution should be for front in how we move forward. How can we change current thinking to realize that without a healthy environment we have no longevity
- Continue to offer a variety of classes to a variety of age groups.
- Continued support of public schools. Carlsbad has the lowest per pupil spent in San Diego county and needs to increase. A lot of the reason schools do well is parent involvement and money from parents.
- Limit over development of housing, focus on schools
- No more low income housing. Only provide services to tax paying citizens.
- Continue to support the Library, help make it a premier tech center and community gathering place.
- I agree with more "affordable housing". So many of our children who were born and raised here, can not afford an entry level home.
- Join San Diego school district for all Carlsbad schools.
- I agree with everything but the "provide housing." What does that mean? It's not the job of the government to provide housing. You should work hard and live where you can afford. I hope that we're not talking about migrant worker housing again!
- This category is too broad! You need to separate out the education part of it and put lots of money into education to make K through 12 schools the best in the city.

Verbatim Responses: High quality education and community services

- we are good. I think the low-cost apartment people have better cars than most. Big scam.
- Link educational programs from local colleges and universities to city agencies already in place i.e. Cultural Arts, Library, senior Citizen, etc.
- I would cut back on police and put that savings into providing housing for homeless couples and families. As far as I can tell your average cop only has one primary job and that is to raise revenue for the city by ticketing people! It is TERRIBLE that we provide no housing solutions for couples and families!!! It wouldn't even cost the city anything to provide housing. There are volunteers and private sources who would happily build tiny houses. We just need the city to donate land and give us variances to build homes that don't comply with current building codes.
- Public education needs to be supported along with help from the City and Community Members as partners. Low-cost housing is abundant in Carlsbad and we need to ensure that this doesn't become a focus. A high-tax revenue is needed to support the parks, police, and fire, and other community resources that we receive.
- More classes for adults not just seniors esp. job searching
- Develop incentives to encourage community involvement in the community. If there is a need for affordable housing incentivize it with community service work.
- Have more STEAM in schools starting in elementary. We have too much emphasis on sports (which is not bad) but there seems to be not as much support in Math/Sciences. Elementary schools have trophies for running and none for math/sciences.
- congratulations on the OSHER MOU to hold CSUSM OSHER classes at our Learning Center in North Carlsbad by Holliday Park
- Partner with the school district in providing mentoring/career

Opportunities for high school students. Provide rewards for students who initiate or participate in community services.

- Provide a significant more amount of funding to the City' libraries and schools.
- the classes offered at the Senior Center shouldn't charge city residents. Miracosta has non credit courses for seniors that are free. the city of Carlsbad should offer similar courses at the Senior Center at no cost to Carlsbad residents.
- Instead of focusing on a "changing population" perhaps the city should focus on a population cap?! My children's classrooms have gotten increasingly more crowded over the years and with the addition of more housing yet the same amount of schools it doesn't appear that education is the top priority. Please stop building housing developments in Carlsbad and preserve what we have left
- Need more senior housing - particularly in the barrio, downtown areas.
- Continue to support the various library based programmes.
- have more technical skills taught. Electrician, plumber, car mechanic. Many can be learned and then become an apprentice when they leave high school.
- high quality education is more important than services & housing- building new housing keeps taking away from free space/open outdoor areas
- #13 lists housing, education, public safety and community services...I can't answer all that at once. Provide more affordable housing.

Verbatim Responses: High quality education and community services

- Provide local "trolley" service linking the village with the hotels farther out during busy summer months. Continue public arts education with quality mural work. Schedule an invitation only plein air painting event in the village.
- ??????
- Increase library budget so it can be fully staffed. It's a crime that a city with the wealth of carlsbad can't or won't pay for something as basic as shelvers at their library. The library could put on a lot more classes and programs for the community if it was better staffed. I moved here from a town of 18k and the library there was much better run, better condition, better staffed than carlsbad. They need s bigger budget!
- Additional classes
- totally re-engineer the CUSD and open up for much more competition of high class private schools
- Continue to promote education opportunities.
- I'm not sure how to proceed with this.
- Keep up the good work you are already doing...
- Offer more free classes at the library.
- What is meant by providing housing and community services for a changing population?
The City is doing a good job in the area of education. Stop looking for more ways to spend tax payer dollars.
- Continue holding community days.
- Support the local schools in any way possible.
- keep promoting High Quality Education and Community Services by advertising, visual aids
- Hire good quality teachers with high level of education and pay them well. Do not keep poor teachers.
Monitor services to make sure they are giving value for money.
- The teachers can do a better job if they had less students in their classrooms. There are so many administrators that sit behind a computer all day when that salary can pay for 2-3 more teachers. We need to educate the "changing population" on the use of birth control and eliminate/overhaul the welfare system and stop making additional welfare payments for each child born. Only then will the population explosion stop.
- The amount of City Government facilities and employees is too high for a community with the population of Carlsbad. This needs careful study by outside evaluators and adjustment. This will free up funds for other purposes that benefit the residents of Carlsbad.
- there has been mention of attracting seniors, expand the senior center programs/facility. Sponsor athletic teams, add art programs.
- Schools yes, housing, no.
- median population is aging, provide more services to elderly. get city wide high speed internet for everyone
- Get corporations to partner with with high schools for educational opportunities internships grants etc.

Verbatim Responses: High quality education and community services

- Smaller classroom size. Provide classes in skills for high school students (keyboarding/typing; common household repairs, gardening/cooking, mindfulness, service learning) as part of curriculum.
- It seems as if the City is doing enough - There needs to be more focus on the "Barrio" on every level.
- Invest in our Library and all is good.
- Totally agree on education spending and safety. I think housing and community services less so.
- Education is very expensive for students and adults. Anything to reduce that expense for citizens of carlsbad is greatly appreciated. Seniors also...
- Carlsbad is doing a good job. I'd only improve as to what the residents want/need if a large percentage request those upgrades/changes. The minority shouldn't be driving expensive "high quality education and community services" changes only. Let's keep to a budget and not drive taxes up.
- I believe that pursuing an institution of higher learning is the wrong thing for Carlsbad. I have never understood why we would spend resources on a local university/college when we have multiple options that are so close. I do think education affects our home values. We need top notch schools to keep up those property values. I lived in Washington state and we had some of the highest valued homes because our neighborhood schools were amazing.
- Create education that promotes learning by ability rather than age. Teach children young about the bodies they walk around in every day, so that they grow up making choices to keep themselves healthy. Encourage more parent volunteering. Create a curriculum that makes learning fun and rewarding. Create a more well rounded program reaching for the top, in physical education, music, and arts programs. Put Carlsbad on the U.S. Map for the finest education.
- Integrate educational programs between age groups to provide cohesion in the community - through music or mentoring or memorial events.
- Agree with providing housing and public safety, disagree with providing education. focus on current city services.
- Provide more well rounded education, that might include second language, music, fine arts, and interaction with local community.
- We could use a junior college - Mira Costa is packed. We do have GIA school, a new technical high school and Carlsbad High is enlarged with wonderful parking. Some grade schools need to be renovated.
- Look for sources of funds to promote education and community services. One major way to this is to charge competitive sports clubs that pay professional coaches for their competitive club to use Carlsbad fields. Carlsbad United FC holds itself out as a non profit. Part of it deals with recreational soccer and that is great and should not be charged field fees. The other part is competitive soccer. This program charges on average \$1800 per season to pay professional coaches to coach. There are approximately 120 competitive teams that practice on all of the new turf fields for free even though the club is paying for professional management and coaching. The City of Carlsbad is subsidizing competitive soccer by providing approximately \$324,000 per year in free fields. Additionally, Carlsbad United Coaches routinely get paid cash

Verbatim Responses: High quality education and community services

for private soccer lessons on fields provided to United's Club for free. This money could be used to help community services or education. Any competitive club sport using Carlsbad fields should have to pay for field time whether or not the overall organization is a 501 c company. Only community based volunteer sports should be allowed to receive free field time. Professionally coached teams that are competitive and travel should not be allowed to use Carlsbad fields for free

- Promote the connectivity of high schools, community colleges, universities and local businesses (jobs).
- Establish a college campus for a higher education program
- Hiring more efficient teachers and maintain a tolerable number of students of each classroom so that teachers will have the ability to attend each student's needs. Provide an affordable housing for seniors citizen.
- Promote education zoning in business areas.
- I don't want to see low-income housing. I want this city to be expensive to live in, but a good value.
- Be diligent about allowing for profit schools.
- Annual review of teachers capabilities to have the students graduate successfully.
- Seek voter input before arbitrarily funding projects either housing or beautification
- Same!
- Don't agree for subsidised housing.
- Carlsbad schools have a great reputation, but this appears to be disappearing. Promoting equality and access to education for all residents is the best way to continue to achieve high quality education and services.
- I do not feel that the traffic laws for drivers, cyclists, skateboarders or pedestrians are enforced at all. I see people breaking the laws on a daily basis to the point that I don't feel safe in this community! Ie....my husband & I would have been hit by a driver at the corner of CBV Dr. & State St. had I not yelled at the top of my lungs for him to stop. We HAD THE RIGHT OF WAY!!! He was not the least bit affected by the incident!!! I see drivers blatantly going thru stop signs all over CB. Very little police presence!
- Teachers are overpaid compared to many other professionals that work 40 hour/week, 52 weeks/year. They want small class sizes. But agreed to

furlough days! How does that help our kids and future?

Oceanside and Encinitas schools have bussing. Carlsbad does too.

- Help attain higher education colleges and programs to meet the needs of businesses in Carlsbad. Have more cultural arts opportunities.
- Continue promoting the welfare of Carlsbad Villages SENIOR CITIZEN population...With regard to affordable housing, activities, healthcare and transportation.
Thank you.
- no more housing! educate the people who are here. we dont need new ones to educate
- Plan on reducing growth. Open spaces open.
- Provide more amenities for younger generations.

Verbatim Responses: High quality education and community services

- I believe this is strongly linked to priority 1 -- improving the salability and public transit will help address the new priorities for a changing population, i.e., an older population and the younger "millennial" generation. I am excited about Carlsbad's exploration of bringing a higher education institute to Carlsbad. I feel very strongly that an institution focused on life sciences and engineering/robotics would greatly improve the ability of Carlsbad to end its high-tech business base
- good education is key. Housing opportunities should be handled by supply and demand. we want values to typically increase over time.
- I think we spend enough on education.
- The City should partner more with the School District.
- Besides the golf academy Carlsbad should try and lure a higher education org or a private college of some sort (UCSB)
- Open a WIC center so mothers don't have to go to Oceanside or San Marcos for assistance.
- Allow Palomar Airport to continue to provide transportation to larger Airports
- I find the fact that we built a new high school and no one is required to attend very disturbing., There should be a dividing line indicating which high school, you attend. Seniors would be exempt. the first year.
- Public safety should include all areas of the city.
- Agree that quality education and public safety should be uppermost goals, but not sure what the rest of that entails.
- Encourage building a community college or private college in the community. I know one is on the way, but there could be more. I think the community services are strong and good.
- Strive for smaller grade school classes.
Provide family volunteer opportunities.
- Consider tax incentives for businesses to participate in and support education and community service. Consider community service to be part of school curriculum. Mandate education funding should ALWAYS be in the top 10% statewide, and possibly consider corporate sponsorship
- How could you not agree? "Motherhood and Apple pie."
- This question is all over the place. Pick one topic please.
The Dove Library is AWESOME. I wish the Carlsbad Police Department enforced the texting while driving laws a little more--unfortunately I usually see the officers on their cellphones while driving too.
- This survey is a good start.
- gang activity and graffiti vandalism is low. thanks to policing and community support.
- Safety is very important. I would like to see more community events and more police patrols around neighborhoods close to the I-5 freeway.
- More middle schools.
- Too many words! Education? yes provide housing, definitely not no no. What is so sacrosanct about a changing population that we should be encouraging it? As to public safety, do you really think anyone would not agree with that?
- Encourage affordable housing for seniors

Verbatim Responses: High quality education and community services

- Adult classes should be offered at community parks and centers.
- The provision of an institution of higher education should be left to the universities in the county. The City should either use the Farmers Building for government facilities or sell the property and use the proceeds for government facilities.
- More Hands on learning opportunities. Get the students in museums. Although technology is great and learning how to use it is crucial for the future, definitely get back to the basics of learning.
- Affordable senior housing for those who aren't in poverty but not rich
- Extremely important. But life is not free. Someone has to pay for all of these items.
- Improve the education, but we do not need to provide more housing
- Tax money should be further directed to improving student/teacher ratios, day-care incentives in new housing complexes, busing to/from schools, more 'second career' outreach education programs
- Establish appropriate funding plans to hire, retain and develop educators at all levels of education in Carlsbad.
- Stop spending money frivolously (i.e. building the Stage Creek High School when another high school was not needed); merely provide services on a pay-per-use basis.
- Determine what community services are needed for the demographics.
- Reduce plans for large vacation condos and encourage new home growth in the barrio area
- maybe more education classes for adults, athletics (like swim) for adults, seems mostly kid focused. but otherwise, great at education/community
- Help graduating seniors afford community college. Every high school grad should be in some type of schooling after high school. These kids are still immature and need to continue their education. Cost should not be a factor even at the community college level.
- NO MORE housing.
- To keep the values of the city decrease the assisted housing in all areas and limit to certain developments.
- Embrace Charter Schools and move outside the box educational thinking.
- Everything.
- Put in just enough affordable housing that is required.
- I think Carlsbad is doing a fantastic job already. Keep it up. The DOVE Library is a great source, Community parks is something I am very proud of!
- very important
- Consider the needs of the homeless
- I think you could get a lot of help from seniors. Try to get them more involved in the schools. They are great assistants and work for free! Overlooked resource. Recruit both men and women
- Give money to schools!!!
- This question mixes a wide range of discussion items to make the answer not very meaningful. In general, of course, the City needs to support public services and safety.

Verbatim Responses: High quality education and community services

- Kids education should be high on the list. Give our schools more money for better teachers and classes. Increase safety with more police so we feel safe in our own neighborhood.
- Property values are tied to quality of education. Most of the children in my neighborhood attend private primary education. That should be very telling of the public education. There is no continuing education. Thankful for San Marcos and CSUSM,
- Safety and schools I agree with. More low income housing I don't. This puts a huge strain on our limited resources and is inevitably disproportionality spread through our city.
- One thing I think would really help is to offer CEF summer courses in lieu of a course during the year at CHS. Apparently that is not an option at this time, you still need to take 6 courses at CHS, and the summer program would just be for makeup or to allow room for more electives during the year. For instance, take Spanish in the summer, then only have 5 classes next year. Many kids in the district are packing their schedules with honors/AP classes, volunteering or working, and playing a sport. My son goes to school, straight to sports practice, home at 5 to eat and shower, then homework until bedtime. On the weekends he volunteers and does homework. I would bang down the door of the cashier if we could pay \$500 for him to take a summer course that would give him a little more time to sleep/study during the year.
- Distinguished speaker series. Like they have in Thousand Oaks
- More multi unit housing near the beach for retirees as they transition out of single family homes
- N/A
- Get ALL of the schools in carlsbad under the Same school board.
- Increase public school funding. Reassess CUSD spending on vendor contracts.
- Focus on retention of police and fire. They need to be compensated competitively to the Orange County wages. A healthy reserve is great but at times you can have too much. Spend it on the people that serve our community day and night.
- You cut Carlsbad's best education program with cutting Seaside Academy and its homeschool program for K-6. Reinstate that and expand it. Many families are interested in education options because traditional public is failing. Many Carlsbad families I know don't trust the value of Carlsbad schools any longer and our kids go outside the district either private or other city charters. When will Carlsbad let a charter school in its city?
- Continue to recruit volunteerism such as the CERT program and perhaps invite retired professionals to teach skills to young entrepreneurs
- Education is very important but I'm not sure what "provide housing" means. Hope it is not an "affordable housing " projects
- Train your city employees
- Redistrict the public schools so Carlsbad all Carlsbad residents and their families have access to Carlsbad public schools.
- Safety yes. Education no. Summer camps for kids are great but don't spend a lot on public ed programs.

Verbatim Responses: High quality education and community services

- I completely agree with the statement. I would like to see more funding go towards community services and public education and safety.
- A strong educational system is critical. I'd also love to see the city attract a catholic high school to support the local catholic schools.
- Attract more university satellite campuses.
- All except housing. Preserve property owners value should be a key component of the city's function.
- I think the city of Carlsbad is already doing a great job
- Take care of the teachers, upgrade classrooms
- Help CHS maintain their facilities & sports. Resource officer on campus is crucial. Youth sports programs should be supported. Classes at city & library are good.
- Give the older schools a makeover, they are an embarrassment. Have you seen Buena Vista or Magnolia lately? Even Kelly and Hope look run down and dated.
- Maintain parks and beaches

What should the city do, either right now or in the future, to help achieve the value of "History, the arts and cultural resources?"

Verbatim Responses: History, the arts and cultural resources

- Continue with the existing programs. If they become too costly, charge a nominal fee.
- more bicycle paths to keep families together
- TGIF Jazz in the Parks is a fantastic activity. More concerts at Alga Norte Park.
- The arts office deserves it's own platform, not under the library umbrella. The library and arts should work together, but a library and it's role in the community is very different from what the arts bring to a community. Both are highly valued. How about a performing arts center? Our population now could certainly support one that is available to all local groups as the Theatre at CHS booked up by the schools.
- We need more focus on the arts, not just the two craft fairs. More support for the small live theater, art walks and fairs, and more music venues. Enhance programs from the Museum of Making Music.
- more festivals from other cultures
- Earmark NOrth State Street as an Arts hub
- You could start with small events - small casts - small screens. I would be happy to see a few acts of a play enacted - it needn't be a full play.
- More public art displays throughout the city.
- outdoor shows
- There already are many cultural/art events.
- Need concerts in the park program
- Build a theater
- enlarge activities for theatrical or musical productions. Traffic congestion getting into downtown San Diego is so difficult now. It could be a boon to city economy if we provided those types of things for the Northern part of the county
- Increase awareness of festivals and events!
- Recognize all ages, cultures, etc. that make up the Carlsbad population and ensure that arts and cultural events have something for everyone.
- Have a outdoor theater
- Historical events at libraries
- Provide funding
- Have more childrens theater that's reasonable for low income families to afford
- Downtown phoenix hosts a monthly art festival open to the public called First friday.
- More cross cultural events. Partnerships with other communities. Offer classes for learning arts and culture.
- Consider converting the old movie house on El Camino into a performance space. We could benefit from more gallery, performance art, and community event space. What happens at the Carlsbad Cultural Arts center? I'm not sure.
- i would rather have more funding put on this than " providing housing" to those who can't afford to live in the area. we aren't pricing people out of carlsbad given the many housing types available in the city.

Verbatim Responses: History, the arts and cultural resources

- I really enjoy the music in the park series and the art fest that takes place downtown. There was also a downtown music fest a few years ago which was a great way to bring the community together.
- We are in dire need of quality music, museum, and art centers.
- Continue to promote the history, arts and cultural resources to the fullest extent possible. Don't dilute the current programs.
- at what cost? again, this should be promoted by businesses, not the government
- the Dove Library has so much to offer. We love the foreign films.. Keep the libraries growing and support them..
- Encourage a college dedicated to the arts to move or start here.
- current residents pay in many ways for these events which enrich others
- not a priority - we aren't exactly a cultural resource rich area. let the nearby cities specialize in history and culture
- More 'local artists ' initiatives
- consider building an outdoor venue to host live music and cultural shows
- New outdoor venues for performing arts
- Would be nice to see more family entertainment in the village.
- Less cutting edge, more natural Amphitheater type venues
- look at history from a scientific perspective and acknowledge the beauty and art from all cultures and races
- Help promote that film festival at La Costa?
- No one cares that is a waste of time and money
- Allow for larger music venues
- The City has a good balance right now. I would not increase the City's role.
- Kid friendly theatre and camps
- No interested.
- Meh
- Support public art from local Carlsbad and N. County artists on public properties and along the CRT.
- this goal doesn't resonate with me
- Continue to update and renovate the Village. The addition of the new sign was brilliant. Continue those types of projects
- Hosting arts festivals at the library including shows at the theater!
- Maintain Carlsbad's history. Keep doing things like Leo Cario Ranch. Keep the beach front small, and village-like. No high rise buildings.
- feel the city is doing well with this.
- Try to bring in a keystone well known artist and to an event and publicize it to attract participation and attendance by lesser known artists and the community. Minimize heavy commercial pseudo artist participation.
- I think they do a great job right now through the various programs at the libraries.
- Take a look at the Escondido Performing Arts Center. No one attends the cultural performances they put on and that place loses money better than anyone. Stop trying to do "Feel good" and "Sound good" things and realize that most of the time inaction has better results.....when you had a perfect small town, you should have limited development.

Verbatim Responses: History, the arts and cultural resources

- Bring out all of our ancient Carlsbadians for meet & greets, talks, slideshows, etc. I would like to meet Victor ViaSenor, some of the folks that remember Bing Crosby staying at the Royal Palms, local Native Americans, people who remember Carlsbad before I-5, before WWII, etc! Carlsbad used to be home to the Avocado Festival, and the Strawberry Festival: now both are held elsewhere. Are any of the farm kids still here? I'd like to meet them, and hear their stories. Who is left to connect younger Carlsbadians with the history of our barrio? I remember more horses walking or being ridden around town. Are they illegal now? Invite local Native American tribes to tell us about how it used to be. Maybe every park should have art! Local art, by local artists, local schools. Local history illustrations and interpretations by locals, for locals and visitors, etc. Who remembers the last sea otters seen in Carlsbad? Who remembers the biggest lobsters, the biggest abalones, etc?
Who remembers the last time a sunken shipwreck washed ashore? The San Luis Rey was the busiest port on the West Coast until gold was discovered at Sutter's Mill. What great grandchildren are still here from that era? This area used to be woodlands and marshes before Europeans changed it. They cut all the trees to make barrels to ship loot back to Spain, build wagons, build structures, etc. I would love to see public art that includes natural history, native history, and all the way up to modern day. Maybe every public bench, pathway, and bus stop could have some art?
- We need to focus on creating a water system to Southern California again before we can focus funding on these events. I do enjoy the Carlsbad 5000 but I believe Carlsbad should be focusing on fire control and other emergency equipment. Keep up the great work!
- Have art events displaying children work. Talk about the oceans and marine mammals. Involve people more into seeing how they can work with local governments to create great things.
- Try to "class up" the annual street fair. I stopped going because it is the same year after year and feels too much like a swap meet.
- Where is our Art Museum? Oh yeah, it's in Oceanside; I forgot.
- Jazz in the park is great, of course, but it would be nice to have other entertainment events, perhaps during the winter. For instance, look to the La Jolla Symphony and Chorus as an example. May be difficult to pull off, given that they have UCSD backing them.
- I don't know if I have ever heard of a Carlsbad history day or even what our historical sites are - it would be nice to highlight these items and center festivals and fairs around these places / items to draw more awareness.
- Seems that the current level of service is adequate
- Where is this happening? If it's happening, then maybe increase advertising
- Follow Seattle's vision and that is clearly the vision every fine city should follow... Look at the city's funding for the arts.
- It is great to know where your city came from but with that being said the majority of the population is becoming younger and younger and we should focus on stuff that pertains more to them
- The arts and culture should be encouraged as practical. Without sacrificing the beaches, open space etc. I do believe live music should be encouraged and the noise abatement in the village should be at least 11:30 on the weekends. Our town rolls up

Verbatim Responses: History, the arts and cultural resources

at 9 PM which is not exciting as a vacation destination and not necessary for maintaining a community feel if the evening activities are appropriate

- I would love to see this. But only if the 'cutting edge venue' was erected where an unused old building is.
- Our value is in our beaches. By using the Power Plant property we would have a space large enough to hold special events.
- How about fixing up the downtown theatre and getting live performances to book
- Invest in additional public acceptable art and make public note of points of Historical interest around the city.
- Do something with the faraday property.
- We love the concerts in the park
- Put on educational events, art walks and history.
- It would be great to have more plays and musicals for children.
- Concert in the park is great! We need more community events like this in Carlsbad. Maybe take advantage of the great shopping venues: La Costa Towne Center and The Forum.
- It would be nice to see more cultural events, art, and music in carlsbad.
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels.
The Carlsbad Beach Fest has hosted numerous Carlsbad artists, musicians and dancers. The event has had "plein-air" artists performing on the beach, musicians performing live on the beach, and diverse cultural groups, such as Polynesian singers and dancers and Native American drummers performing live on the beach.
- Spotlight more small artists in our community and make it affordable for them to present their work. (Offer performance/gallery space for dancers, musicians, visual artist etc.)
- We don't have money for this. Bad schools and bad roads should be fixed first
- events to celebrate
- Preserve any history Carlsbad has left....buena Vista Reservoir site a good example. Keep our beaches as beaches, not piers, and beachfront resorts...
- You are already doing a lot...let/utilize Carlsbad Charitable Foundation to continue this process so you can focus on sustainability...schools, etc.
- Definitely create a venue to support larger audiences for musical, theatrical, dance concerts. Have special interactive exhibits/ installations at a cultural arts center near to present day City Hall.
- invite more of those things into carlsbad.
- Lets worry about history when we are around for 500 years. It is funny hearing history talk jsut 100 years ago.
- The twice yearly art show is great as well as the street performances in the village. Maybe throw in a free community play once in a while...
- Carlsbad should not devote public resources to "cutting edge venues". The Escondido CFTA is barely sustainable, for example. Accept our role as a suburb.
- Outdoor amphitheater
- More publicity. Affordable and relevant productions for families.
- More museums and or events to teach people of our history.

Verbatim Responses: History, the arts and cultural resources

- Nothing
- Start by redoing CHS cultural art center. Wayyyyy overdue. Looks the same as when I want there in 1990
- Have a strong cultural arts department and maintain a working relationship between the various artists of all sorts in the community and possible performance venues.
- Create an entertainment "district" helping to merge gastronomy with art/music. Affordable supper club as example.
- Promote More Cultural Events
- No opinion.
- More modern art / galleries Showcase local artists
- I do not participate with theses activities as much as I'm sure I should, so I do not have an opinion.
- Cultural events for the community at local historic venues. Focusing on key dates.
- Promote more dance and that aspect of the arts st community events
- Get some real talent to come here.
- Bid to have other major celebrations held here such as Mardi Gras, day of the dead, etc.
- No opinion. I think this is better left to neighboring cities and is not a priority for our residents. I think the concerts in the park are great and that is the tone the Carlsbad residents like.
- Have a Carlsbad avocado festival like Fallbrook. Carlsbad used to be known for avocados.
- Make them free. Not everyone has lots of money. Make them actually cultural events, not just vendors with a theme. Give a way for people to find out about them. I usually have no idea events that are taking place unless I hear about it from someone else...usually afterward!
- We do not have a cutting edge performance venue.
- We need more policing we have enough cultural.
- More things geared towards families and elementary schools.
- Love the new cbad sign! Love flower fields! Love carrillo ranch. Love concerts in parks.
- Keep concerts in the park in the summer.
- 100% on this.
- Only with private funds.
- Make it easier for areas to promote them. City laws are somewhat strict in this area. Remember the "Bars"? You chose to look elsewhere for art. We've many local artists and history buffs that would be glad to help you.
- I believe the city is already doing a good job with the arts. Anymore and we lose that "small town" that we all love.
- build an auditorium for music concerts, etc.
- Establish a performing arts venue in the city of Carlsbad. Could be an informal public square with a raised area for a stage or a more formal auditorium. We dislike traveling almost to Encinitas to see any cultural activity at the Dove. No more Dove expansion. I know the Cole is being "improved", but it needs much more attention and expansion to house future arts and culture programs. Having performers perform at assorted

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bars and coffee shops is a haphazard and disorganized display of our arts and does not make me want to attend.

- Fund and use City spaces e.g., libraries, for DIVERSE cultural heritage celebrations. I.e., the arts of local significance are more important than "world-class" performances--as long as they reflect our local diversity.
- I love all the community events! Keep up the good work.
- I think Carlsbad does a good job of this already, but more is always better. HOWEVER, the city does a poor job of promoting the events - the only way I find out about them is if I go to the library and get the newsletter. Where are the emails that keep me updated? Why don't you use our water bills to encourage us to sign up for emails or Facebook?
- not a priority right now, maybe in 2 years
- Continue offering unique cultural activities for residents in the visual and performing arts.
- I would not like to see large venue performance events in Carlsbad. It is a small city and should have small, intimate events at the library, local theaters, schools, and colleges. College auditoriums/stages are wonderful places for concerts and plays.
- Nearly always disruptive to residents due to lack of parking, poor planning.
- I love history and the theatre. Being Manhattan born, it is in my blood. We have an educated, intelligent population here who would strongly benefit by emphasizing the arts.
- A very low priority.
- More classical concerts at both Dove and Monroe facilities
- Improve or build better Venues
- Don't know
- As long as money is spend wisely culture is important. But please make it have both substance and purpose. Most of what happens now in Carlsbad is lame and not cutting edge.
- Culture is a critical part of any community. anyway to expand activities is helpful. more movies in the park. how about music concerts (various types) in the parks or better yet on the beach. Think about something like the Newport (RI) Jazz festival.
- Look beyond Carlsbad for artistic help...major museums, professionals, and sites..to get participation, support, and quality into the city. Don't think "small town," think "great history, arts and culture."
- Change priorities
- Marketing
- These services are needed to continue to bring in and keep residences. Continue to research on what each generation needs to be attracted to a location.
- Increase funding for it ASAP
- I love the arts but we need to focus on The Village and beachfront. Incorporating Art in those projects would be lovely.
- Let the barrio area develop it's cultural roots & attractions. Preserve what history is left in the village & barrio, don't replace & build over it.
- Offer additional productions and performances at the Dove Library.
- I think we are doing a good job with this.

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- besides jazz in the park, art choices by the city have been a disaster. I propose to eliminate ASAP the embarrassing metal/fake rock whatever horror you put at the round-about. Makes you wonder how ugly and tacky must be the rest of the city as soon as you arrive.
- Don't forget our Hispanic side, Check out the Roosevelt Old Market
- More of the arts events should be co-promoted through the city. Build an Art/Active play area in Rotary park. Denver has them in almost every shopping area.
- Those things are available nearby.
- Involve more citizens into the decision making for art purchases. Remember "The Bars". Those painted metal 'sculptures' that sort of look like letters next to Cole Library are not attractive or clever.
- Keep doing what we are doing now at Carlsbad.
- add more courses or programs at the schools - free concerts or art shows in the parks, etc.
- Start having Hip-Hop concerts on State Street - a great way to empty it of residents.
- Put the power lines in old Carlsbad underground, please. Also, let's get a Banksy
- More venue to host such events and host events frequently.
- We are so close to San Diego I see little merit to large scale performance venues. Historical, cultural performances have multiple underutilized venues already. Purchase or lease the Carlsbad Theatre and subsidize a booking agent.
- Barrio Fair was terrific cultural event...
- Not interested
- Just make sure that before building structures/venues, they are designed for effective public use.
- Events are what expose Carlsbad to visitors, especially our healthy lifestyle. They introduce the hotels, restaurants and hospitality.
- Create the venue
- What the city should NOT do is out source management of our public libraries. The purpose of libraries is to enhance the well-being of citizens, not to make a profit.
- Field trips, community organized events, local tours, earlier and more extensive advertisement of planned events to ensure community participation
Utilize existing community parks, libraries, etc for lecture series, presentations and performances
- More music/theatre performances, support K-5 arts in CUSD schools
- Do more to promote Village Arts and other performances in Carlsbad
- A music venue
- Celebrating history does not mean we must live in the past. The village area housing contains some very blighted buildings and homes. Nobody would be proud of this. Also, although the name "Barrio" is historic, it also contains a very negative connotation. The literal translation of the word barrio is neighborhood, but let's be realistic, the word barrio really means Hispanic ghetto, run down area, dilapidated homes. How does this stigma help Carlsbad move into the future?
- Need a nice outdoor amphitheater for plays, community and school events, concerts
- Mentioned an International Book Fair in an earlier question.
- Keep working on promoting events that will showcase this

Verbatim Responses: History, the arts and cultural resources

- Less emphasis on "cutting edge venues and world class performances" More emphasis on local events like JTP. Something more for teens.
- Continue Jazz in the Park series.
- Feel the City is currently doing an excellent job on this.
- More public, free events, especially over the summer at the library for kids
- We have great local talent we should use them first.
- Foster existing organizations that are working hard to these ends. New Village Arts Theatre, Museum of Making Music, Cannon Art Gallery, our libraries, Carlsbad Music Festival, Artsplash, and encourage new ones...even smaller village endeavors like Loohq Books.
- I love that Carlsbad hosts many active events like marathons, triathlons, and biking events. Carlsbad has many beautiful parks that need to be appreciated more often by the community. Carlsbad should host more events, for all age groups... perhaps holiday events or lagoon water activities for children, a beer/wine festival for adults, and jazz performances or art shows for the elderly.
- A large performing arts center somewhere in downtown
- Continue to promote the Carlsbad 5K and Carlsbad triathlon, marathon and other races.
- Although less interested in cultural heritage, having events in excellent venues is a fantastic way to boost the city's image and coffers.
- Not sure, except to keep existing programs, galleries and Art schools around
- Carlsbad is known as a beach community. What culture can be had? Even San Diego doesn't have culture and the arts are a miss. When I want art I travel elsewhere
- Bring in paintings from other museums for display.
- Don't know what multitude of events is, world-class performances are and what facilities are dedicated to cultural heritage? More information needed to render an opinion or provide suggestions.
- Build a new Performing Arts Center
- Continue Dove library exhibits and performances, as well as Jazz in the parks.
- City should build cutting edge venues if budget allows but not at the cost of normal items.
- Build a museum.
- I hope that CUSD will continue to educate the kids on the history of this great city and also include, not just the long ago past, but also the history of this city and how it has continued to flourish and improve through tough economic times when so many of our neighbors have floundered. What has made Carlsbad such a wonderful community for so long is something that should be taught in school, highlighted in college campuses and certainly touted among our city council and its outreaches.
- - Maintain a City archive to preserve its history.
- Support concerts and community theater
- Oceanside has a bandshell at the beach. Use the land at the Power Plant to do something like that which everyone can enjoy...not houses/condos.
- Give the Dove Lane Library more money to enhance their art gallery and get more public performances in their space.

Verbatim Responses: History, the arts and cultural resources

- Strongly suggest to continue the Leo Carrillo arts education program and expand to other grade levels. Pit is a great link between arts, parks and ec, and schools. Good use of money.
- Have more walkabouts with local guides promoting the art work, artists and asthetic qualities
- You are doing a great job.
- Keep up the good work!!! Not every city has an Arts Office! We should have year round events. The Friends of the Arts membership needs to be advertised in all city utility bills so people know they can support the arts. In fact advertise city events in bills.
- We have no real venue to host concerts/theater. It would be nice to have one.
- street performers historical movies
- Increase the use of the Carlsbad Cultural Arts auditorium at Carlsbad H. S. it is a wasted resource
- Jazz shows highlighting where jazz came from to spark interest in our children.
- Whilst the hall at the CHS is good, the city should think about a better Cultural Arts center perhaps linked to the proposed development at the Strawberry fields.
- Invite the school district to partner with the city on achieving this goal. This will increase multi-generational participation.
- Art makes better communities--Carlsbad has great talent, continue to fund it through partnerships and grants.
- Plein air Invitational painting event would be wonderful.
- More art fairs, street entertainment. Give people a chance to get together and share.
- I'd like to agree to this but again I believe it will contribute to rising costs and will probably be unaffordable to most people as well as bring more crowds, which we are already constantly fighting
- Honor the Native Americans that were here and forced off the land or forcibly converted by the missionaries. local art grants.
- continue to promote, fund & educate about the arts, offer cultural events, etc. Keep it up- Carlsbad is already doing a much better job of this than most surrounding cities.
- Expand the History Room and promote it.
- Support our wonderful library system.
- CONTINUE TO INVITE A COLLEGE CAMPUS TO THE FORMER INSURANCE BUILDING ON FARADAY AND EL COMINO REAL.
- Providing it would be self funding. Tax payers shouldn't have to subsidize my concert ticket.
- Tie in with school projects and curriculum
- enhance the village art theater! subsidize the improvements
- Continue to use the libraries to host events both free and for cost.
- There has been an over-emphasis on Art at the expense of other cultural aspects. Promote more theater and more emphasis on La Cost Film Festival
- build world-class art brand
- Our city is too small to promote a big stage venue. Small town was the charm of carlsbad
- Not sure...
- The beach is our Art and Culture. It is the reason people come here.

Verbatim Responses: History, the arts and cultural resources

- We need much more offered. Nicer theatre for plays, etc.
- World class performances is an unrealistic goal given the size and population of Carlsbad.
- maybe have a museum of vintage items, pictures, etc... of the History of Carlsbad from the Very Beginning to Present Day
- I believe that most of these activities should be funded by the private sector. The vast majority of the city's residence do not partake in these activities, thus those who do, should organize and fund the events without the support of city funds.
- Have this events more often
- if this is a core value, the city needs to have a facility for art, music. The Art program does not provide art classes. Involve the residents, not just let them watch.
- add other types of music to the parks series in the summer, ie, rock, classical. not just jazz
- Build a state of the art outdoor 2-3,000 seat venue for community events, concerts and festivals.
- A venue for concerts and theater arts.
- We are already doing these things in our libraries and parks.
- Attempt to attract more "big names" to perform in our venues - So many notables from Carlsbad with so many connections - Reach out.
- The Barrio Celebration was a lot of fun this last summer. does not get anymore History, the arts and cultural" than that..!
- Encourage fairs to showcase new talent, have band play offs with talent agents, have local artist day along the beach where new artists can show their work for free,
- I would like to see Carlsbad have an outdoor Amphitheatre that rivals Moonlight.
- Community park events are nice, but also support events at local theaters/playhouses. More commissioned artwork throughout the city (not just the village) would be nice
- Provide a place for music concerts, high quality theater, and dance, so that residents and visitors come to Carlsbad, instead of going downtown or L.A.
- Please fund and expand the library.
- Yes, we do need to host more world-class performances - we have the facilities to do so. MOMM has done a few and hope will continue to add lots more. Downtown theatre is also working on better performances. Keep the golf and tennis going strong at La Costa also.
- More art at train station and beach walkways.
- Incentives for events or parties which align with this goal, so that businesses are paying for it and not completely the government.
- Current traffic and parking conditions prevent residents from accessing 'events'. Address traffic and overdevelopment.
- Continue to use channel 24 to show how Carlsbad was founded and edeveloped into a desirable international city as it is now and still have the small town feel.
- Plan a designated area for outdoor venues, performing arts. A city of our size could/should support a Performing Arts Center.
- Embrace the local businesses and stop allowing promoting horrific chain restaurants that are usurping the local businesses and creating an Anytown USA atmosphere.
- More advertising for arts events? I always feel as though I hear about them after the fact.

Verbatim Responses: History, the arts and cultural resources

- Theater
- Should think about building a cultural arts center (other than the library) in the future.
- Have a agreed upon arts plan and funding for more improvements, like public sculptures, art walks, performances in gathering places, a venue for art display and performances inside. Set aside funds for annual funding to buy good art. Make sure architecture of new buildings are consistent with the surroundings and a plan.
- Take care of our libraries by improving them and keeping them at least current with the times. Augment and enhance them to meet the needs of today's children and adults not those of the earlier generations.
- Perhaps a large performing arts center should be considered. One that would attract popular entertainment to the Carlsbad area.
- Recognizing the older neighborhoods and parks. Put them to use.
- Carlsbad is doing a fine job in this area.
- build an amphitheater at Carrillo Ranch Park
- I belong to Friends of the Arts - and am now going to help with crafts at Leo Carillo.
- Build a cultural and performing arts center/amphitheater
- Look to build a multi-use facility for concerts, theater, and large events.
- Again, short of the Hollywood Bowl, we have many venues, annual street fairs, Theaters, Two libraries. Legoland for god sakes! The Beach!
- these are great community events
- It would be nice to have some more film festivals and music festivals.
- Weekend events. History is being erased by new housing.
- Money could go for much more needed resources
- Shift oversight of the Historical Preservation Commission (HPC) from the Library to the Planning Department. Presently the HPC has extremely limited functions.
- We need a better Art Center, how about like Oceanside has? Make it have an auditorium as well for live performances, like Escondido Arts Center.
- Perhaps use the building on the corner of Faraday and El Camino Real that the City purchase many years ago from Farmers Insurance that has sat vacant all of this time. WHY?
- Living in a small town with access to the world was the one reason I decided to live here. Bring back UAL and Sky west by expanding the runway as promised.
- Along with dedicated facilities, the arts should continue to be an important part of non-arts facilities (as with the mural projects and education programs in schools).
- the city/library is doing a great job. Also, concerts at the park is crowded but very worthwhile and appreciated
- Dove Library is doing a great job with movies, plays, art shows, etc.
- Continue to strongly support the summertime Jazz In The Park series. Those concerts become more popular with each passing year. The public art, especially the wall murals in the Village area. could be more aligned with the city's history and culture. Siberian tigers splashed with paint and robots are cute, but hard to reconcile with any value related to Carlsbad.
- If you are going to actually have this as a core value, then do something with it. I am unaware of any "world class performances" that have been held in this town. We currently go to the California Center for the Arts in Escondido to have access to this type of entertainment, so competition with this center might be a useless venture and

Verbatim Responses: History, the arts and cultural resources

an unnecessary expense in view of Escondido's proximity to Carlsbad. Use our money to develop the natural beach tourism we already have the ability to draw instead of replicating existing resources. within easy reach of Carlsbad.

- I think currently Carlsbad is doing a great job of promoting these events and productions. I think more people would attend if it was geared toward a younger rather than older crowd. Also, your social media for these events are weak. I always like to retweet and share these events. Something similar to the Moonlight Ampetheater would be great for Carlsbad, but it would need to be located within the business zone off Palomar Airport Road or El Camino Realy away from homes due to the noise. :-)
- Open a theater for plays, musical presentations, art. A museum with Carlsbad history and hands on exhibits for kids. A facility for mentoring children by professionals in a myriad of occupations ie doctors, lawyers, scientists, computer engineers etc
- Partner with community Organizations to accomplish objectives.
- Emphasize LOCAL artists, not always bringing in outsiders for things like sculpture. Do you know that Carlsbad has the World's largest school of sculpture with over 100 students a week, and people actually moving to Carlsbad to take lessons?
- I don't feel it would be wise to invest in some type of new "world class" performing arts center. That will take away from the "small town" focus in my opinion. I think what we have now is fine.
- Need to have visual arts and performing center, like one in Munster, Indiana. This will encourage artists and public as well as tourists.
- These things should either occur organically (like the excellent Green Dragon Tavern & Museum,) or not, but we shouldn't spend money influencing this IMO.
- I would like to have an outdoor amphitheater where there can be theater productions or concerts. More events are needed in general to foster a sense of community. Carlsbad seems lacking in that respect.
- The city has birthed many talented people in the skating and surfing world. We should honor them. Carlsbad was founded by farmers so they should be more recognized. I relocated here 6 years ago and it has been a blessing. We have lived in more than 5 cities in Southern California. Carlsbad is now our home forever. I would like to see a small museum downtown Carlsbad to display the rich heritage of our city.
- continued support of the library and the arts programs
- Doing pretty well. I am impressed also with wealth of activities available at Encinitas library hub. How about cooperating? Strongly needed in Carlsbad are handicapped access to Dove library, mostly, other sites also. Long hike from Handicapped parking to front door, open the side door near the parking so that handicapped can use the library.
- I think promoting a community melodrama would be fun.
- i suppose in a hundred years Carlsbad may have a cultural heritage. But after 60+ years as a city/town, I've come to realize it as a pleasant, clean, safe, friendly, visitor oriented, town that has an optimal blend of business:residents, with a forward thinking Council and controllable staff.
- The City should continue to support the good programs that it has in place.
- Med sized outdoor amphitheater. Around 1-2k seats for concerts.
- Don't push it.

Verbatim Responses: History, the arts and cultural resources

- More performances targeted young professionals
- We seriously need to take over our small town Village Theater!! Run second run movies, that have been out for 2 weeks, and bring more people into the village!! Plus, it would add an additional place for our youth to go in a safe environment.
- i dont know of a lot of concerts in village or parks in northern carlsbad. mostly south east carlsbad.
- There could be a lot of growth in Carlsbad in this area, perhaps we need to give some thought to the venues we might need to build and provide...
- Important, but with so many places downtown and all around, I feel there are other items of more importance.
- Would be nice to not have to leave Carlsbad to enjoy the arts.
- Hire a ad/marketing firm to promote. Don't try to do this, let professionals do this...had a local ad firm called Campaign House do work for me - they were great!
- Art hop
- Museum in the village???
- I think it's important to show local art but it's also important for the city to be exposed to international art and culture. Our younger generation and the millenials have a heightened awareness of our global culture via Internet and social media and it's important for them to be exposed to this in a tangible way.
- Carlsbad doesn't have a cultural heritage, outside of some agriculture and a spa. what kind of arts celebrate farming?
- Culture in Carlsbad is moribund. The theater at the former Bauer Lumber is rather amateurish in comparison to North Coast Rep. The movie theater is under used--the comedy shows have a good headliner now and then, but the in-house "comics" are horrible. Cannon Gallery (not in the Village, of course) has excellent shows. Oceanside's art museum is surprisingly good--something you wouldn't expect from the marine town with sleazy bars and cafes and the often-heard "It's getting better here" refrain--I've heard that since the late 1950s about Oceanside. Their museum beats the Cannon for style and exhibits. Carlsbad High puts on shows now and then in their auditorium; I never hear about them as they are not publicized at all. The few we saw 15 years ago were good, for student productions. As far as "Carlsbad's cultural heritage," what does that mean? What is the cultural heritage?
- People who choose art, sculpture projects for the city now don't have very good taste.
- keep up the good work.
- Carlsbad does a great job in this area! Perhaps there could be more opportunity for the population to learn about the unique history of Carlsbad that goes beyond school tours. This could be a visitor/tourism opportunity that could also be available to existing residents.
- Love how Dove Library hosts events. Love the summer concerts.
- Keep doing what you are doing.
- Love the events at the Dove Library. Promote them more.
- What Arts? Love the Moonlight Stage in Vista. I Attend the art museum events in Oceanside. Carlsbad has the Making Music Museum. I would not call New Village Arts cutting-edge but poor theater and a waste.
- Maybe a museum
- Concerts at the park is great. Keep it up.

Verbatim Responses: History, the arts and cultural resources

- A small music venue would be great, not s large venue.
- Reach out to the public more.
- Showcase fine arts at the theater. There seems to only be comedy there.
- I like the cultural arts center at the Dove Library. There's a nice art museum and a great auditorium. Another center with a performing arts center, art museum and a third cultural resource would cover more of the city.
- Ofcourse it should always be a goal to promote history, the arts and cultural resources. But is it really a goal to promote cutting-edge events and venues to host world-class performances? I do not think the small town feel of Carlsbad plays along side such values.
- Maintain current facilities.
- Gather resources for a world-class, outdoor concert venue.
- I'd like to see a place where big bands would come to play
- Keep traditions alive like magee park history museum,, lancer homecoming parade, Friday night concerts etc.
- Classes, performances, and lectures about relevant historical moments.
- Multi cultural festivals

What should the city do, either right now or in the future, to help achieve the value of “Open Space and the Natural Environment?”

Verbatim Responses: Open space and the natural environment

- Continue it's current goal and implement the general plan policies
- Protect unique businesses like the strawberry fields before they are gone and a strip mall is up.
- Stop so much housing development!
- Save more open space.
- Unsure, but keep it as a high priority.
- Stop giving out building permits!
- Designate areas as natural preserves, never to be touched. Ensure that new developments retain a large portion of the area for trees, plantings, open areas, and natural environment.
- finish rail trail fro tamarack to la costa
- Keep blocking any proposals to build giant lighted advertising boards. No to the proposed mall on the strawberry fields.
- Preserve all of the land the city already owns and create open space and parks. Hopefully make a beautiful pard where the old power plant is in the future. Look into purchasing available land for more open space.
- Curtail further housing development
- Closing open space is not an option. One of the fantastic things about Carlsbad/Oceanside, San Diego in general is the availability of exploring and usage of all the great open areas we have.
- Stop the house-on-top-of-house developments.
- Stop all the condo building all over the place
- Buy up and preserve as much open space as possible. Don't let all the farmlands be turned into expensive tract housing or golf courses or hotels. The canyons and rolling hills are part of Carlsbad's beauty.
- Preserving open space is critical, and providing access to open space develops future environmental stewards.
- Don't build up the developments we don't have, strengthen the ones we have. keep open space because we live in such a beautiful place to excursive that.
- Quit buiding
- provide additional community gardens in parks & other underutilized open space
- preserve the coastal open space and have a park with ocean views SOUTH of Terra Mar with pic nic tables
- combine open space with solar wind and other energy makers... or more places for bees to live and grow colony
- Have some staff that patrol and can enforce the posted rules about dogs, especially, and littering, too. Rules without any way to enforce them are pretty weak. Issuing tickets for violations would go a long way to showing people how to respect the environment.
- Keep open space open!
- Keep a large amount of parks.

Verbatim Responses: Open space and the natural environment

- we need to keep open space and not give in to building. There is a need for revenue for the city however we also need to consider that our severely low water levels can not support additional living units.
- Community gardens, preserve and improve lagoons.
- This is an important part of Carlsbad's character and community culture. Open space should be a top priority.
- Buy open space
- Stop building
- Studies have shown that increasing native plants in lots, parks and community spaces in neighborhoods can create wildlife corridors, and have a positive impact on wildlife populations. In addition to including (more) native plants in the landscape of our public parks, encouraging or requiring new housing developments to have native plantings in common areas would be a great way to increase wildlife habitat.
- Stop letting it go to developers...Carlsbad cannot handle the additional traffic. We are already maxed out
- Protect open spaces by limiting new developments. Create an aspiration for amount of open space compared to total space
- Protect it all costs! Don't give in to corporate money and greed! Make parks or trails or just leave in naturally open.
- As stated before STOP building office parks and developments. We have enough. We can try to rejuvenate what we have without destroying every bit of open space. If we don't curb it now, we too will have a fight like the One Paseo fight. I don't want Carlsbad to turn into an LA suburb, overbuilt and crowded. We bought here for the community and open feel. Look for sources of revenue beyond giving up land to be built on.
- we don't need yet another strip mall. the Lowe's center on Palomar Airport RD and El Camino Real and the new mall at Rancho Santa Fe and La Cost -- SO NOT NEEDED.
- Stop building.
- No more large housing developments
- The only preserved open spaces I've seen here are in undesirable building areas, schools, and golf courses. I guess continue to prevent people from constructing tall offices and condos.
- Fully implement the Open Space plan.
- The strawberries and the flower fields are two places we are actively involved in supporting...Our agricultural heritage is what makes us special and the visitors appreciate it.
- Limit new building along the coast
- very important not to overbuild this town.
- Stop allowing unnecessary building to preserve our space
- Zoning regulations.
- Improved trails to make hikes more inviting. Plant wildflowers, especially on on and off ramps and center medians. A trail around Aqua Hedeonda. Better bike routes. Easily found recycling bins for all types of items. City to add solar wherever feasible.
- Control building growth
- Keep on current path

Verbatim Responses: Open space and the natural environment

- Avoid big box and chain retail growth. Require green space renewal for any new projects (office, retail, hotel, industrial, etc). Do whatever it takes to get rid of the power plant.
- Building community gardens throughout our city and keeping native flora and fauna dense in the open spaces.
- Uphold the protected lands, keep the open spaces maintained and encourage residents to participate via volunteering and educational events
- We moved here because of the open space and now its slipping away. Hopefully some of the fields and strawberry fields will stay. People come here just for the strawberries too
- Designate areas for NON BUILD and preserve what little agriculture we have. We don't need more strip malls.
- Preserve open space like Calavera Hills and Denk Tank Mountain. I was very disappointed when I saw development start in the meadow south of Denk Tank Mountain. This was such a great space to hike and view wildlife. I was guaranteed to see deer and coyote roaming through this meadow on any given morning. Any further development would be a terrible disservice to the public.
- Preserve the Buena Vista Reservoir and turn it into a park. There are not enough open spaces
- Stop developing all the open space!
- Set aside open, protected, natural areas.
- Stop major new housing developments. I live just east of El Camino Real and north of Tamarack, and have to see farmland being turned into housing on a regular basis. This needs to stop if we are going to protect Carlsbad's "agricultural heritage."
- We are losing multi use and open space land daily. Protect the little we have left and encourage all user groups to participate in the maintenance
- Take a look at boulder Colorado and follow in their footsteps to make sure it is maintained and prioritized. Continue to get the community to see the benefits.
- Purchase Open Space which is long overdue. Stop defining spaces that aren't natural as Open Space. Stop increasing density and stop zero lot line development. Stop allowing small yards with large residential or commercial footprints.
- Carefully planned development
- Open space and natural environment space should always be a priority of the city. We should continue doing what we're doing now as it is working. Never to expand real estate or anything else on our natural reserves.
- Increase open space / parks
- Keep up the trails.
- More groomed trails
- Remove ugly water and power plants to less prime real estate location
- Keep the lagoon as it is
- protect our open space. No more development/building,
- Yes, keep that small town feel by limiting growth.
- Continue to Create more parls
- The City should not be counting school fields as open space. Permanently end any possible extension of Cannon Road thru the last remaining chunk of Calavara Hills.

Verbatim Responses: Open space and the natural environment

- Keep the 40% promise! Maintain and enhance the existing space and Acquire more.

Put money in the budget and complete the CRT from Tamarack down to the lagoon and beach this year!

- keep the flower fields and strawberry fields. don't take land away for high-end shopping
- Don't over build!! If Carlsbad starts looking like Orange County I'm moving. In actuality I think you guys have done a great job of this so far. Keep it up!
- See previous answer
- Stop issuing new permits to developments that are taking away our natural wild space that we get to currently hike, bike or run through.
- Please make it a priority to set aside open space, before it's too late. Parks and trails are OK.
- Feel like a lot of open space has been developed the last decade, at this rate worried limited open space left.
- I love the existing open spaces and community gardens. It is something I'm proud of in this community.
- Invest more into developing, maintaining and promoting coastal trails.
- Again, level LEGOLAND and give it back to the residents. 15 years to build an aqua park. The park is great but now, 15 years later, we need 4 more parks. Stop development and you won't have open space problems. Build 4 more Alga Norte parks that are affordable for Carlsbad current taxpayers.....unlike the golf course- nice job there.
- New park on Buena vista
- Protect our oceans. Let people know how they can help.
- Re-fence public properties to make them more inviting for the public. The sculpture garden behind the Cole Library is great when it's unlocked. The community garden next to it should be re-fenced to provide better pedestrian access for admiring tourists, and still provide reasonable security for the gardeners. As our street trees and parkland trees die, we should replace them with locally-native species: Calif maple, oaks, pines, Calif grape, Calif poppy, Calif black walnut, with the eventual goal of an all-native city woodland. Milkweed, Calif buckwheat, native dichondra, mananitas, and the coastal sage scrublands restored. NO eucalypts, no iceplant, no bouganvilla, etc on public spaces. Help the Calif State Park – Carlsbad State Beach Campground expend, so more visitors can visit, find campsites, and shop around town. Re-open Agua Hedionda to the sea for boat traffic. Maybe put in a city-owned boat/bike/hike campground! Re-connect footpaths and mtn-bikepaths that used to connect us to local lagoons, beaches, and shops!
- More trail systems for hiking
- Every body loves puppies and open space. Of course, those of us in communities developed in the last 10-20 years pay for much of it in higher lot/home prices and HOA dues to maintain it. The risk of continuing to promote more open space demands a city plan to deal with wildfires in the city limits. One person's open space is another's fire corridor. We have to recognize that the Poinsettia fire would have been much worse, had it not been for the immediate availability of air and ground assets already deployed in nearby communities. The bottom line is, we are not adequately

Verbatim Responses: Open space and the natural environment

prepared to fight wild land fires in city open space. Right now there appears to be a hands-off approach to open space with regard to fuel reduction. Please consider and active program to truly manage open space, included programs to reduce fuels.

Agencies in many states thin forests resulting in healthier environments and reduced risk. Open space has a value, however some of my neighbors are reporting threats of higher home owners insurance rates when the is years old brush 60' from their back doors. It is a mistake to leave open space management to folks like the Center for Natural Lands management, when in fact the don't seem to do much, except remove invasive species.

- Stop building everywhere.
- Preserve open spaces for family use
- When I moved here in 2000 there was some open space. Now it's all filled with houses. If we're short of drinking water, why approve MORE building permits?
- As we watch the tomato fields to the south of us get replaced by a shopping center and houses, well, what can I say?
- We are getting too built up! I would love to see more parks and recreation areas, preserved land for the community
- Plant the hillside bank of The airport along palomar airport road across from the new Lowes shopping center. Palm trees or other taller planting would be more appealing in that very visible intersection.
- See response to #14.
- The protected lands in Carlsbad Matt have walking paths like Carlsbad Lagoon and the Carlsbad reserve are an awesome part of Carlsbad that should never be changed
- open areas of the city are a must... for example areas of the city that are being developed as we speak, Robinson Ranch is a bad Idea!
- Yes we need maintain all our lagoons, and open space. The strawberry fields should be developed with dinning overlooking the lagoon, but we should create public lagoon access on the South side as well.
- No more huge office complexes that end sitting mostly empty
- Some appropriate development should be encouraged, however some regular, natural open space is necessary
- Lagoon access could be vastly improved.
- Stop building on the open spaces!!!
- the City growth plan seems to be responsible based on history here. keep it intact.
- Preserve natural open space from over development. Place a cap
- Need better and safer trails away from traffic for biking. Create a dog beach like the one in del mar. Allow dogs in parks, its ridiculous that dogs are not allowed
- Stop over development. Keep nature preserved. Look at Encinitas, we don't want to look like them. Gobs of traffic and a strip mall, every block for miles.
- I feel that big land developers are encroaching upon our open space and natural environment. I don't feel our city council has been interested in preserving this feeling.
- I absolutely, whole-heartedly agree. It breaks my heart to see so much of our natural landscape being leveled in order to make room for new developments. When will it stop? When there is simply no more land to build on that has not been purchased by conservation groups? It's sad, really.

Verbatim Responses: Open space and the natural environment

- Ensure the continued protection of nature preserves (e.g. Don't build enormous high schools with large amounts of light pollution in what was originally designated as a nature preserve)
- Stop approving the development of existing open space. Our city is selling out for the financial advancement of a select minority and it's ruining what has made this city so special.
- Stop building new homes on open space.
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels.
The Carlsbad Beach Fest is all about enhancing and beautifying our coastal environment! The Beach Fest motto is: "Clean beaches. Clean oceans. Stewardship. Education."
- Quit building is the only way
- Stop building so many homes. Limit the permits you give to developers
- Find areas of land that can be developed as parks or just pretty open space in neighborhoods to preserve the small town feel
- Protect the existing Master Plan and maintain the open spaces and natural environment
- YES!!! Our open spaces are disappearing rapidly. Please preserve what is left. NO MALL AT STRAWBERRY FIELDS. We do not need another mall. Renovation at Westfield is good start. Outlets sufficient retail for that area.
- Carlsbad should link bike paths and develop trails that connect all parts of the city. Enhance improvements to Buena Vista Lagoon; grow plants that provide for Urban wildlife- birds, butterflies; continue to engage the community in awareness of plants, natural resources; animals and to create National Wildlife Reserves in their yards that will benefit humans and wildlife
- This question is worded oddly. I am not sure.
- Set strict guidelines to new project approval.
- Encourage HOAs to support natural lawns with native plants rather than wasteful watering with grass lawns. Or just ban grass lawns in droughts.
- if there are new communities built they should include walking trails and open space.
- Leave the open land that's there with minimal development
- Preserve the remaining open space ASAP! Stop building! Upgrade/remodel existing builds versus building on open space!
- Stop building new homes -- my family has lived in Carlsbad for 20 yrs, it's sad to see how crowded it's been since last 10 years. Pls, no more building new homes.
- Help to plant some plants in the fire burn out areas
- I think the city needs to give more careful consideration when approving new building projects. We have only a limited amount of space left and need to more strongly consider what new development to permit.
- I prefer open space uses that are accessible to humans.
- This is a given and already in the city code to do this. No need to do more of what we are already committed to do.
- Stop building homes and preserve open space that public can use and care for. Public gardening

Verbatim Responses: Open space and the natural environment

- More trails for hiking and running.
- Create more parks and places for people to hike and explore.
- The city should maintain its previous commitment to preserving the minimum percentage of undeveloped land in the city and build more trails throughly this land for the public to enjoy.
- Maintain the 60 / 40 rule, i.e., 40% left natural habitat
- No more approval of housing development. Enough is enough!
- We tend to think that a gorgeous environment is enough and do not focus on attracting all, for example, thosebthan walk and thkse that do not. Improve in a way that invites residents of all ages to come and stay for a while, to excercise or sit and enjoy and socialize. That's a bit of a missing link. We don't take advantage of what we have. Allow amenities that preserve the environment and also encourage wanting to go and stay - AND small bhsinesses.
- Zone green space for natural or agricultural use only.
- Slow down the housing development in the north east area. Or the # of houses in an area. Houses are so close to each other, there is on breathing room, can't even plant a tree. Enforce keeping Dogs on a Leash, they are "dumping" in the open space area, where no one picks up, and they chase after the birds and other natural animals in these areas.
- Don't let the cannon road strawberry fields get sold to walmart!
- Rehabilitate Lagoons by Carlsbad Mall
- Stop building so many homes
- Am not involved in this effort. Seems like it is of an on-going current value.
- Watch strip malls, corny & too many. Also parkland & walking trails are key
- Continue to increase awareness and conservation of these special areas. Continue to educate the youth and develop their awareness since they are our future.
- School programs with kids, maybe a FB campaign to encourage trails. I know that there are many trails I do not use because there are so many! we need to encourage putting down cell phones, lol or use them to connect with our beautiful city.
- More open spaces and not convert any more farms into houses or malls
- Protect open land Carlsbad currently has. I currently see development on almost every piece of open land which is not going to create a city good for open roads. Traffic will begin to become horrendous in neighborhoods and Carlsbad will lose our uniqueness of having open "historical" land.
- Build responsibly, build creatively and build now.
- Stop allowing so many building permits!!!
- No more apartments and no more developers. I live off Cannon and El Camino and I hear 40,000 cars a day speeding 60 mph and it's so loud. The traffic is so bad I want to leave.
- Tearing up our beautiful mountains along El Camino and Tamarack for new housing tract is awful! Please don't allow this!
- Stop growing so fast!
- Clearing and maintain the space so residents can easily enjoy the natural space.
- Stop/limit building new homes over agriculture areas
- Protect wetlands

Verbatim Responses: Open space and the natural environment

- Stop allowing so many shopping centers to be built. Preserve the space we currently have because we won't be able to get it back.
- Leave open space alone or create hiking trails.
- I strongly urge the city to turn the Buena Vista Reservoir site into a park. There are no parks in the area. Adjacent to the old reservoir are 11 new homes being built. Across the street are 4 lots being sold. Up the street is another site approved for 11 new homes. Then at Oak and Valley is a site being developed for 17 new homes. Another nearby site has 4 new homes being built. There are no public parks in this area, and a lot more property tax revenue coming in, just with all the new development in the area. Please turn the old reservoir into a park.
- Keep helping flower fields, gardens, Ag land, coastal vegetation supported. Great job so far
- Keep creating parks like Alga Norte. Also require parks in new community developments. Look to Bressi Ranch as a great model.
- Connect Poinsettia through the canyon as a bike/ped path. Get the homeless/migrant workers out of the canyon. I love the open space, but frankly, that canyon is dangerous. People walk out of there daily, through my neighborhood and on to wherever they go. Keep open space
- Continue opening trail systems
- Encourage small local business that receive tax incentives/breaks to organize and sponsor volunteer groups to adopt, clean and protect open spaces and trails.
- More parks, less houses! North Cbad is a wreck with all the new building! The "little water tower land" would be brilliant for a park. Weddings, etc
- Preserve open space in its natural state.
- City has been built out to its max!
- Buy land within a neighborhood and make a neighborhood park. The city of Denver has lots of them, and they really do bring the neighborhoods together.
- Too much development and not enough oversight especially in Palomar Airport Rd/El Camino Real area
- continue to manage the development growth to preserve open space
- Keep the promise of 40% Open Space
- No more building!! Connect more trails so that a person can walk/jog/bike for a greater distance. We need quiet peaceful open spaces that are easy to get to.
- underground power lines
- save our agricultural land by not developing it to residential areas
- The promise of 40% open space (going back to 1986) has been completely ignored in the new General Plan. In addition, the General Plan and the draft Environmental Impact Report fail to mention the required performance standard of 15% open space for each of the 25 Local Facility Management Zones. Green space should be a focus of the General Plan, not an afterthought following the addition of thousands of residences, 7 million square feet of new commercial space, and 2600 more hotel rooms. Parks, too, have been ignored in the General Plan, in particular neighborhood parks which residents can actually walk to. More information follows for each of the city quadrants. Environmental Impact Report fail to mention the required performance standard of 15% open space for each of the 25 Local Facility Management Zones. Green space should be a focus of the General Plan, not an

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afterthought following the additional of thousands of residences, 7 million square feet of new commercial space, and 2600 more hotel rooms. Parks, too, have been ignored in the General Plan, in particular neighborhood parks which residents can actually walk to. More information follows for each of the city quadrants. Finally, in June, 2012, the Carlsbad City Council agreed to set aside \$5 million for open space. We continue to educate the public and lobby the city council to use this money for natural open space acquisition while it is still available.

- School yards and other fenced/locked "public" spaces should not be counted as "open spaces"--they are NOT. Create and preserve more community gardens.
- Please do not over develop.
- Saving 100 acres out of a parcel of 1,000 is ridiculous. If we are serious about our natural environment, get serious about stopping the building and making the open space more accessible, in a NATURAL way.
- status quo for now
- Do everything possible to maintain as much open space and the natural beauty of Carlsbad's environment. Support the activities of the barrio and our diverse community.
- Stop building new subdivisions/businesses on it. Keep it as a natural area without improvements other than possibly dirt trails for hiking.
- The evidence is that the city is not standing up to development which is creating terrible congestion and an urban feel to the "village by the sea". The airport is already a major nuisance to those of us being inconvenienced by flyovers - early morning and into night. Will continue to get worse. Very, very disappointed.
- Honor open space agreements that developers make in order to obtain permission for their projects. These are routinely ignored after the projects obtain approval.
- The coastal wetlands are important. I mentioned Queens, New York before; now, I would like to invoke Miami Beach. Battle royals about a bit of open space is foolish. It's the bigger picture and everything in balance. We need progress.
- Maximally preserve and protect current open spaces and turn them into parks, e.g. the Buena Vista reservoir property; BY NO MEANS sell to developers
- Stop the Strawberry Fields development! We have just lost land off of El Camino! Save some green space for farming.
- Limit any new housing and convert the golf course to a park
- Open space is a positive attribute, but must be managed properly. We need to grow as a community and it is a positive to have "open space" so long as it is properly maintained. There are far too many areas that need pruning and care and far too many opportunities for "open space" to be a potential fire hazard.
- Limit development of current open fields and land.
- Clean up and modernize existing areas
- Stop encouraging massive building, It's a little late to think about preserving agricultural heritage. -
- The terrain within Carlsbad makes some of the land useless for anything but open space. That is sufficient for open space, no other open space is needed. And that space by its very nature is a natural environment. If we need space for recreational purposes, then designate parks for the purpose.

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- Very strongly agree with this. As stated in answers to other questions the open space is diminishing rapidly. Homes and apartments are using up much of our natural open space. Even some small areas that provided a bit of green open area are being crammed with new development that ruins the peace of the area, increases noise, traffic and congestion. Resist the need to build so as to maintain quality.
- Stick to the open space plan in place.
- Preserve views from streets as well as from property sites. A mix of open space and natural areas in a community is important for a person's sense of emotional and mental wellbeing, and most of the visibility of the city is from the window of a car.
- Well, I would like to stop building large apartment buildings, I am very worried about what neighborhoods with too many people in a smaller area begin to look like over time. Maybe some more condominium complexes, but slow down on the high occupancy space fillers. I know I am not educated in why cities feel the need to do this. Too many cars will not be good for our cities. So let's keep as much useable (i. e..parks, trails, preserves) as possible.
- Stop, or slow down, developers from building residential housing
- Add the trail south of Victoria Street to the trail system.
- Restrict development both commercial and residential
- stop all development now. There doesn't seem to be enough water & power to support what's here now---let alone traffic congestion. We can't take anymore.
- Do not change or modify our Cities current Master Plan open space requirements.
- Preserve open spaces
- Preserve Native plants and trees in green spaces and in road side walking areas and medians, or plant new ones if disturbance is unavoidable.
- stop selling out to developers, stop plastic turf, get rid of all golf courses and we will have water for centuries. Water conservation practices are total BS when you have golf courses (and some crops) sucking up most of available water!
- LIMIT HOUSING AND DEVELOPMENT. Take heed to the mistakes that cities like New Beach and. Laguna Beach have made!!! To much development. All kinds of problems.
- Continue to support the trail program, open space and parks. We need more tennis courts and parks in the NW quadrant
- continue to use openspace with trails and opportunity for residents to use the space
- Stop building!!!!!!
- STOP COUNTING PLANTED STREET MEDIANS AS OPEN SPACE!!! Stop doubling counting park acres when lighting exists. Stop counting Schools as opens space when they are closed to the public before, during and after school! Quit lying to the citizens and to yourself about how much open space we have and how it is calculated.
- See my previous comment
- more parks
- I think we are ok.
- Unfortunately, lot by lot, the Mayor and Council are turning this beautiful area into a mini Los Angeles - if it ain't broke, don't fix it. Spend more money on buying open space that cannot be developed.
- Strengthen the codes and permit process to make it harder for developers to build over current open land.
- more baby and kids place and program

Verbatim Responses: Open space and the natural environment

- Acquire more open space
- Commit to 40% open space at buildout as a minimum acceptable standard
- Stop building!
- Listen to the comments to the people who live in the area and complete Pine Park!
- Clean up all the trash and junk left over from the public. Calavera mountain is a great example. Take a walk on the trails and you will see everything.
- Not cave in to developers that come in to offer incentives to preserve land if they can buy property in return to preserving a section.
- Protect City owned land Scale in fill developments to fit existing neighborhoods
- do not over develop land. Support projects like the lagoon and create better trails like at Calavera. Produce a local trails guide book...produce all kinds of guidebooks for activities in cbad.
- While greenbelt areas are important, it is also important to keep the brush down as recent fires have shown.
- Strengthening the development and planning of the land use to avoid excessive housing developing near the nature reserve areas.
- don't build on it
- Keep the open and natural space when able
- Open space and natural environment are crucial to health and well-being. Too many people, cars, buildings create noise and pollution.
- The Crossings GOLF Course is an environmental disaster. It uses too much valuable water. It loses \$1 million per year. Close it down.
- Preserve as much of the open space as possible. Limit growth. Keep trails open.
- Stop building houses. My children even hate it.
- Develop the Coastal Trail for pedestrians, bicycles, etc along the railroad corridor from the south end of Carlsbad to the Village and the Village to the north end of Carlsbad.
- Stop approving new development. If we must develop more land, require developments to incorporate new field space, parks, and linked trail systems. More trail systems and protect those in place.
Use open spaces (not natural environments) to construct more community parks, fields for soccer & baseball, etc, and pools- all existing ones are already very impacted
- Keep city growth down to minimum. Designate more land to parks.
- Stop the mad residential infill obsession and intensely dense housing development/commercial sprawl. Stop looking only at the Bottom Line and from a business POV. There are aesthetic, spiritual and emotional facets to creating a great city--and it is almost too late to really turn Carlsbad into a truly exceptional place what with current focus on maximum buildout.
- Carlsbad has many open space areas, but I feel like many are restricted access and prohibit dogs. To my knowledge, many Carlsbad residents have dogs, and typically active dogs that match the family's lifestyle. Being able to bring the entire family to the beach, park, on a hike is a big reason to travel to certain public areas on the weekend. Carlsbad's natural chaparral and coastal views are breath taking and there should be more public areas that allow others to experience those views, as opposed to private properties prohibiting access. While increased access to public areas is encouraged, I understand it requires extra maintenance and therefore money.

Verbatim Responses: Open space and the natural environment

Carlsbad should allocate enough money to city maintenance... because a city with great views can't be appreciated if there's trash and dog poop everywhere :)

- Put a growth cap, which I thought we had in place in place and stick to it!
- as much as possible
- Stop building homes. The Cannon/College corridor is going to be too busy once all the home are completed in that area...and we lost all that open space.
- STOP BUILDING MORE HOUSES
- reevaluate building plans - the new shopping center at La Costa Avenue and Rancho Santa Fe Road was not well thought out.
- Just continue what they're doing. They have a good plan in process right now.
- Appreciate what the city has done to preserve the environment. Having trails and hiking areas is important as is balancing this with development.
- Stop expansion of building in undeveloped area, encourage redevelopment of existing spaces. Organize neighborhood green zones where communities plant trees and see that green tree line streets increase property values
- The flower fields above the Carlsbad outlet, keep this area as is, it's a nice touch that people all over the world come to see.
- Less development, more walking trails
- Yes, yes, yes! Everywhere I turn open space is being developed, please stop!!!!
- Maintain open areas, a botanical garden or arboretum would be great. More parks, dog parks. I want to be able to take my dog with me to the park - on a leash.
- Open spaces would be better used as parks.
- Don't allow over development. We don't need more homes. We need to improved the existing neighborhoods, not create more Truman type housing developments.
- We have the money in the budget. We should be buying up our open space and keeping it open before it's gone. Too much housing! It's taking me longer and longer to get around and there are boring tract homes everywhere!
- stay with restriction requirements in open space
- Open Space is the most important
- more education
- Stick with the original open space requirements developed with Buddy Lewis at the helm
- Limit the number of new planned housing and ensure there is enough open space if they are approved - particularly in the Calavera Hills area and in South Carlsbad and near the beaches
- our open spaces are well developed but do maintain the city requirement to keep new construction to a minimum. Quarry Creed is a really bad idea.
- No more development!
- Ask for volunteers to support open space and create pride in ownership for Carlsbad residents.
- Do not count school open space as city open space since it is not accessible to many.
- Stop future development & turn the small amount of remaining undeveloped areas into Open Spaces.
- I would like to see the end of large housing tracts like we now have north of Cannon and west of El Camino. Support the Aqua Hedionda Lagoon Foundation and provide pedestrian access/viewing across the east end of the lagoon.

Verbatim Responses: Open space and the natural environment

- Don't allow any more big constructions. If need be, built up and not expand taking up valuable land.D
- Stop building on every piece of open space! The new development north of Calavera Hills on Maron is eating open space and creating a traffic nightmare--poor planning!
- Limit development - and have more accessible shopping along El Camino Real.
- When 1000 plus homes are being built off of El Camino Real, when we are ready have a water shortage, not to mention already crowded schools, it is hard to believe that Open space protection is important to the city Council. I definitely believe protecting open space needs to become a much larger priority and the city council needs to look at this more, rather than how many more taxes they can bring into the city
- Be firm on 40% open space. Reduce GHGs. Prevent pesticides from entering our watershed
- prevent/halt new building
- No more Robinson "Ranch" developments. Develop trails to access the areas all around the lagoons. Develop bike and walking lanes adjacent to roads with landscaping between the roads and lanes not as part of the road.
- Agree that this is important, but allow humans to access these areas in a limited way. Complete and extend trails alongside lagoons, is the clearest opportunity, for example. All great cities have public access trails and facilities along natural waterways and watersheds.
- Please listen to and consider the information that Preserve Calavera, Nature Conservancy, and Audubon presents. Their input is based on reality, not "save the current environment at all costs."
- Not every bit of land has to be developed. Too much housing already.
- No more large shopping centers after the upcoming big mall by the strawberry fields. No more large residential developments after the upcoming one on El Camino. Carlsbad already is too built out.
- Limit development
- Not sell out for the sake of tax revenue.
- Building moratorium for new developments on undeveloped land. Too many open spaces have been/are being earmarked for development.
- please see #1
- Not much open space is left
- I feel that some of this open space away from the coast should be developed instead of dumping everything along the coast. It seems everything stops inland past Legoland so the beach & downtown are overloaded especially on the weekends
- Protect them, do not allow for more development.
- Keep as much existing open space and trails as possible. When developing new housing and commercial areas make sure the front will be green vegetation.
- I do not think vegetables should be grown near the I5. This is unhealthy. Therefore I think all along the highway could be developed. I cannot see now as a newcomer much in the way of agriculture here. I think that is already lost.
- Make sure we don't develop more land that is presently in the "Open Space Natural Environment" area right now. Keep the 40% open space rule in Carlsbad. We need all the natural environment in our city as we can get.

Verbatim Responses: Open space and the natural environment

- Maintain what we currently have. No additional open space is needed, but cleanup of some areas is needed to improve the Natural Environment (especially Agua Hedionda lagoon).
- STOP BUILDING HOUSES like ALL OVER the PLACE !!!!
- Stop building. Put a moratorium on all future construction. Why doesn't anyone "in power" have the courage to do this?
- city should look into joint programs with the state to preserve certain assets, i.e. Cannon Lake. It is "managed" by 2 entities which neither know its there.
- Preservation is utmost important. But if it is land that is desolate and could do more harm then good then we should utilize it for other projects that still will allow it to be an outdoor area.
- Doing a good job now, stay with it.
- More PR on land use goals etc.
- Solar path lights in dark trails for security
- a lot has already been done
- No more new construction permits. Re-models and additions ok
- More/bigger/taller housing is not better... we are fiscally fit, let's invest in our children's future and have more open space to appreciate. A good start would to finish Pine Park along Chestnut as a passive park for people to gather.. trees, fountain etc...
- Preserve what we have and do not approve development - We have enough.
- i have mixed opinions about this. We live in the Calvara Hills 2 area in Ravinia. There is and has been much construction all around us: Sage Creek High School, the foothills, and Robertson's ranch that is being graded now. I don't want to be a NIMBY but Carlsbad traffic is horrible already.
- Shameful what has become of the flower fields!
- We need to preserve the existing open space and convert the available space to usable space, walking trails, parks, meeting places. This is where families gather, Carlsbad has been expanding rapidly and more options are needed (try finding a tennis court on a saturday...or a basketball court any day...) We came from MA where the school grounds were open on weekends and served as defacto parks. That doesn't seem to be an option here so we need as many other options as possible.
- Create and enforce laws that keep these areas of land from being politically reallocated.
- Stop building homes.
- limit commercial "spread", height of buildings and provide/maintain a comprehensive trail system
- Use city funds to purchase property as approved by voters (Prop C).
- Continue to leave natural environment spaces perhaps with hiking trails.
- Maintain and improve the open spaces left, into passive parks or green patches, and not cave in to all developers!
- Slow down the pace of development - it feels as though our city is in some mad dash to reach max capacity of growth plan. What is the rush?
- Try not to develop every last inch of open space. Please.

Verbatim Responses: Open space and the natural environment

- We are loosing our agricultural heritage - hope it stops. We have plenty of condos and apartments. Natural environment is necessary also - nothing like seeing beautiful white egrets and hawks and all - Keep our lagoons healthy!
- Maintain.
- no more development for housing
- Preservation of our open spaces in order to protect wildlife. Control too much building or home construction.
- The open space areas should be maintained.
- Follow parks per residents rules !!
- Maximum natural open space. Aggressively seek out sellers and use the \$5M committed to the acquisition of open space 2 years ago. Encourage the use of citizen scientists so residents can act as stewards of our natural environment.
- Protect all current open space. Develop neighborhood pocket parks. Protect beach access for residents.
- Quite building tract homes.
- Maintain the 40% Open Space Agenda.
- Support the agricultural indstry is to keep watercosts low by building dams which prevents rainwater outflow into the ocean.
- Stop interpreting the open space plan to allow more cookie cutter track homes to be built on beautiful natural open spaces
- Keep up the good work, don't overdevelop! Protect and create new trails.
- Don't over-build. Preserve open space.
- Is there any undeveloped open space left?! This city has been overdeveloped already. Additional development could seek to promote open spaces visible from the OUTSIDE of the community instead of walls and houses on the frontage of all the main roads.
- Stop building fancy housing tracts for rich white people.
- NO GROWTH. Let the future generations decide. Revamp existing infrastructure. CLEAN UP Buena Vista Lagoon allowing the ocean to run in freely.
- We have enough open space. We need to continue to monitor what we have.
- Expand and connect existing trails.
- Great job! So far...KEEP IT UP
- Stop rampant development. Don't mess with the beach area south of Tamarack on
- Limit development of open land and contribute funds to associations that protect and educate Carlsbad's natural lagoons and beaches.
- Protect existing open spaces
- Restrict building in Carlsbad. New developments all over Carlsbad are causing more traffic, pollution, and destroying nature, not to mention added depletion of water supply.
- This again links to priority 1. By linking open spaces, they will be more used and appreciated and it will provide paths for animals to cross busy roads and live well within the open spaces.
- Build more trails and improve the trails experiences by getting rid of eye sores like the powerplant and transmission lines.
- Development is rapidly filling up the remaining open space in our city. However, some of the most valuable real estate in California remains open along the beachfront south of Canon Drive. That open spce needs to be protected from commercial

Verbatim Responses: Open space and the natural environment

development and instead wrapped into protective agreements with the state that improve access for the general public, not the privileged few.

- Stop building more McMansions and build more parks and walking paths. There are so many cars in Carlsbad and it is hard to find peace and quiet walks and areas.
- Provide more access to the beach from the Village and Barrio. The train tracks presently cut off most connections to the Beach our greatest natural asset.
- No more new houses! We like our older homes - with gardens - and can't have them if watering is cut anymore. And, the traffic - yuck!
- Palomar Airport was the cities greatest asset. Please find a commercial carrier that will provide the needed transportation to larger Airports there by reducing cars on the road emissions traffic road rage while providing access to Carlsbad's large business structure and providing tax funds for the city.
- I agree with this concept and all I see each day is another track development. or mall. How many Wells Fargos and track houses crammed together are you going to permit??
- Quit building more homes when there is not enough roadway to use now. El Camino is a big problem.
- Ensure laws protect our open space and don't allow changes to reduce without a "super" majority vote
- Make sure we are careful to preserve existing open spaces and develop and maintain walking trails.
- Preserve, protect and enhance access to beaches, parks and other open spaces.
- Please put moratorium on future home developments. We are big city now about 110000 people and by 2020 we will be 125K or more. So please keep small city atmosphere and style.
- This is very important and what will set Carlsbad apart from other cities as population grows.
- We've already developed the hell out of this town.
- Create more trails and if add new development include trails and parks within these new developments. I know this is decided prior to the developer submitting their proposal, so I suggest adding this to their proposal for new developments. For example, the trails and parks that are at Bressi Ranch.
- Complete veterans park off faraday. Enhance trail system to connect current point to point trails. Provide trails on south side of auga hedonia lagoon from nature center to cannon park.
- Please do not lengthen the palomar airport landing strip and cut back on all the plane traffic from those companies giving flying lessons. The noise is horrible and hurts our home values.
- Council members must maintain their integrity and judgement when dealing with Developers.
- Fact: the "open space" that was mandated in the City's general plan from the '80's has been whittled down to a pittance. Shame on staff/council for allowing this to happen without amending the general plan. It seems that the only unused open space we have are the lagoons. Shame.
- I don't know but we don't want to become Laguna Beach

Verbatim Responses: Open space and the natural environment

- Natural environment should not prevent watering open space or other greenery during a drought. Very dry plants, trees are dangerous if a fire does occur.
- do not count the street median as green SPACE !
- Possibly seal up all the road ways that connect Grand and Carlsbad Village, and creating approachable courtyards in which small businesses, restaurants, coffee shops can move into; that would also encourage folks to walk away from the beach and make the village feel bigger because there are more places people want to hang out at.
- Our Mayor and City Council should stop this race for tax revenue and focus on restoring neighborhood parks and open spaces. The ridiculous overcrowding and developer greed will make our beautiful city just another traffic jam to get through. Is this a race to see how fast we can become Los Angeles?
- Keep beaches clean and safe; and keep existing parks well kept and well maintained.
- Create more public access to natural environment, especially on the east west creek/lagoon corridors to allow walking and biking trails from inland areas to beach without having to travel on high speed roadways.
- Acquire open space to implement the previous voter approved proposition authorizing the city to spend over one million dollars for project included in the measure. One of the approved spending items was open space and trails acquisition.
- Planning
- Make sure there are wildlife corridors that aren't taken over by development. Invasive species removal programs and volunteer days. Native plant planting days or programs.
- Continue to allocate resources to buy open space
- already have a tremendous amount of land set aside reserved. perhaps add more places where dogs can be off leash? dog-approved part of beach?
- Present a master plan to the citizens that is consistent with this value. It appears that every open space is getting allocated for development. Provide transparency to the citizens that demonstrates how water, power, transport and quality of life will continue to be at a high level.
- More parks but not with typical turf fields and ball diamonds...need some natural grass/tree kind of parks where folks make their own fun.
- Not sure, but this is the most important
- Keep the specific protected environments protected and maintained. The location of Carlsbad lends itself to many unique natural environments, continuing to keep these spaces open to maintain their integrity is vital to our community so everyone can enjoy.
- find a way to work WITH The batiquitos foundations in dredging lagoon and other maintenance items
- Promote dual use of open spaces for trails, bikes
- Connect trail systems, plant additional native water wise plants in open spaces.
- Larger spaces between developments.
- Cut back on the high density building mandates coming out of Washington
- Draw a red line around current undeveloped lands and do not zone them for development.
- Don't get carried away with filling in every available space.

Verbatim Responses: Open space and the natural environment

- Prioritize the completion of the Agua Hedionda lagoon trail and incorporate trails through Robertson Ranch and Maroon Rd Corridor. Make open space accessible by providing trail systems for hikers. Calavera hills is a great example of how Carlsbad did something right. The trails are packed with families on the weekends and the community is becoming more connected and healthy because of it.
- "Agriculture" in Carlsbad is virtually nonexistent. Tomato fields are gone, replaced by Bressi development...and the flower fields are about the only remaining agriculture, besides the strawberry fields (that are heavily sprayed with chemicals) on Cannon. Encinitas/Leucadia/Cardiff have eliminated most of the greenhouses that identified Encinitas as "Flower capital of the world" in the '50s through '60s.
- Stop the building.
- just, please, do not lose perspective...and keep things in balance.
- This is the most important issue and needs to be acted upon now before there is no space left.
- Keep up the good work
- Develop the trails from the lagoon discovery center. Allow dogs on the Carrillo trails.
- This needs to be looked at on a "case by case" basis. In some areas, better land use can be achieved in those areas of current agriculture use, whereas in others, it may be still appropriate. Also, care must be taken to maintain fire protection in open space areas, as the recent fires showed us.
- Stop building so many homes in the open areas we still have.
- Stop building!
- Leave areas around the lagoons as open space with nature trails. We do not need another planned shopping mall.
- This is vital to maintaining the character and uniqueness of our city. Also, it's a directive in our charter. We should keep to the 40% mandate that was agreed.
- Maintain current open space.
- Walking paths and bike trails-as many as you can! Also, the walking path from cannon to the village is crowded-widen it
- Reduce the number of new shopping centers and new residential developments.
- Build a park and a pier where the power plant is. Keep the smokestack and paint it like a lighthouse.
- Protect current open space and prohibit extensive growth. Not every square inch needs to be developed.
- Yes, secure the open space that you are supposed to. When will Carlsbad do this? You have the funds set aside. And the lagoons should not be the only open space! You continue to build and only talk about securing open space. You are building right up to the sacred falls. Buy the open space and let us enjoy it with our families with hiking and biking.
- Not sure about agriculture
- Preserve the open space we still have.
- Carlsbad's open space is one of it's greatest treasures. But there is limited use due to parking availability. A large lot with shuttles could help.
- Stop issuing permits to build more retail and offices space there is plenty that is unrented. Preserve remaining open spaces and hillsides as natural habitat areas.
- Take care of its parks and trails

Verbatim Responses: Open space and the natural environment

- Prevent future development and re-utilize the existing infrastructure.
- Open space is what makes carlsbad so liveable.
- Take care of what we have and make it more user friendly with better paths.
- I do strongly agree with the protection of natural spaces. I feel Carlsbad does not already place much value on this. I speak of the devastation of calavera in order to build a high school. Yes protect our open space. No do not "enhance" the natural environment. That money is better off used elsewhere.
- Continue to provide ways for is to enjoy being in the open space (trails, camp grounds, outdoor education for kids)
- Limit growth , I like how our city is different from the other surrounding city's when it comes to open space
- Honor the existing City Master Plan and preserve our open space. This is truly what makes Carlsbad great.
- Thoughtfully allow development while preserving critical areas... Not wasteland.
- No more building we don't need anyone homes or vacant buildings
- Stop building.
- There are certain areas with future road extension plans that should be reconsidered.
- Stop building crappy chain restaurants and stores. Add hiking trails and outdoor spaces for people to enjoy.
- Stop building new communities!!!
- Get rid of the power plant and not build anything. Just some nice open space
- Walking & biking space. Open environment with trails. No more malls!
- Set aside more land for public open space.

What should the city do, either right now or in the future, to help achieve the value of “The local economy, business diversity and tourism?”

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- Continue to streamline the process to conduct business. Continue to cut red tape...
- The City should not take an active role. Let market forces shape what the residents want. Keep Carlsbad a residential community.
- One way to increase tourism is to build a bike park. Similar to a large skateboard park, a regional quality bike park can attract cyclists from all over Southern California.
- Only Irvine has a system of bicycle trails that people can actually use to safely get to work...we could do that here
- More tourism means more traffic. It's a cluster now.
- Make sure that growth is not too fast. Services, streets need to keep up with demand. It feels like we are paving paradise right now.
- Take over the beaches from the state
- Building a nice pickleball center, including a minimum of 12 lighted courts, would enhance the economy and tourism for sure.
- Continue to seek out high tech research, development and light manufacturing companies to come to Carlsbad. We want tourists but we don't want downtown Carlsbad to become overcrowded like Encinitas, with too many youth oriented bars and restaurants. It is the "small town" feel that makes Carlsbad unique, along with wonderful beaches.
- Make it easier for businesses to start up in Carlsbad
- Arts and music tend to help locals and attract tourism best... low cost and local talent
- We already have many dining opportunities. Tourism seems to be healthy as well. Specialty retail? Could have more, I guess.
- I think just about right; don't want to overdo tourism; want to feel sense of community mostly
- More restaurants & shopping.
- Deal with the congestion in the village, especially during the summer. Stop approving developments, housing and other, that do not have sufficient parking. Continue to study and implement ways to improve traffic flow, both pedestrian and vehicular. Do not under any circumstances miss any opportunity to create more public space.
- Promote what's unique to Carlsbad
- The city already has plenty of tourism
- We could tolerate a few drive thrus.
- Encourage employers to set up here, but tourism, it takes away from the family lifestyle that Carlsbad has always had
- Provide incentives and run campaigns to attract large companies like Thermo Fisher. We can sell our talent, great weather, safe neighborhoods and good schools.
- It's harder and harder for local businesses to compete with the Internet as far as retailers go. Many towns are left with only bars, pizza places and hair salons as the only viable things that survive offline. Instill incentives that enable mom and pop businesses to survive. Also, consider using or creating space in Downtown Carlsbad that can be leased by individuals in an office share format. Lots of people have work flexibility and need an office space. There are models for this that exist elsewhere, shared space (see Clickspace in Northampton, Ma). It will bring more people into

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downtown areas and give those businesses more customers during the day. I know that even though I work from home, if I had a shared office space I could work from a few days a week, I would love it.

- you need to get more of the biotech's to take on empty space in Carlsbad. these are usually government funded long-term renters of space. why should Sorrento valley get all of this? rent per sq ft in Sorrento Valley is super high.
- The Caruso project will meet all the business diversity you need.
- Increase beach parking availability, add more handmade trade stores like Cedros Design district
- be business friendly
- Encourage people in the south part of town to shop in the north part of town and vice versa.
- promote it, but not control it.
- Keep retail small and diverse...not like the two overbuilt buildings on Carlsbad Village Drive..
- Keep the coastline more natural and encourage businesses that are willing to build nicer more expensive looking facilities. The hotels in this area look like they are on a south central budget...
- achieve these goals only after ensuring current residents' quality of life in Carlsbad is maintained with certainty
- please no big box stores that put small businesses out of business, and only provide part time work without benefits. Neimans/Ocean house should not be rented to a chain store - so sad, and hardly authentic to Carlsbad.
- Designate areas for this and keep it away from the village
- Continue to modernize transportation opportunity and infrastructure.
- More creative ventures such as the downtown cargo container juice business. Healthy and creative food options for residents and tourists, e.g. All veggie restaurant. Tours of Carlsbad factory businesses. Improved street landscaping with lots of flowers - something special. The new flower boxes on Carlsbad village are good. More businesses like the electric bike shop. Improved Visitor's Center and better brochures on what to see in Carlsbad. More restaurants with ocean views. Fire pits. Umbrellas and chairs on the beach already set up for use. Beach games on the beach set up for use. Vendors selling unique speciality food on the beach - like Brazil, etc.
- Maintain small town feel.
- Encourage small businesses (neighborhood businesses like in olde Carlsbad or San Elijo Hills) to relocate or startup in Carlsbad. We need more co-mingling of residence and neighborhood business hubs Please, no more.'business parks'.
- Maybe create a street or small area similar to the Cedros Design district of Solana Beach, but do not take over the village with retail. Also, dining opportunities are sparse when it comes to dinner in the village, but we have great breakfast options.
- There has been a lot of growth over the past year. My suggestion would be to fully understand and adapt to the recent additions and evaluate these impacts before pushing further activities.
- move forward on the Seattle-like open fish market
- agree, but see my previous note re the Carlsbad schools.

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- Promote unusual vacation alternatives examples would be room rentals in homes, bed and breakfasts to promote the local feel of Carlsbad.
- We don't have to only attract tourists in the 1% or near.....there are ideas between 5 star resort and campgrounds that should be explored
- Not sure. Maybe promote city events like the Street Fair and others better. Love concerts in the park but always miss the western days event at Rancho Carrillo. I thought a movie complex was going in at the new shopping center by La Costa Oaks. That would of been nice. Hoping that shopping center gets more life than it has now.
- I agree with the businesses, especially the high tech and pharm. co. that have located in town. However, I strongly disagree with trying to turn Carlsbad into a shopping mall
- More commercial flights in and out of Carlsbad airport. Attract more restaurants, it's getting better here but Oceanside and Encinitas have us beat by a mile
- Support small businesses!
- Stop bringing in chain stores and retailers like Subway, Walmart, etc. and promote small, local business... look at how charming Laguna Beach is with all their small, local, artistic retailers that bring tourist to the city all year round, to walk, see, shop stores that they cannot find at home. Please keep Carlsbad unique and charming and visitors will want to make it their destination and people will covet living here.
- This seems at odds with promoting a "small town feel." I don't think increased retail opportunities are needed, frankly.
- More small business unique restaurants.. Farm to table
- Encourage redevelopment without increasing density. Reduce city fees and permit needs. Parking is atrocious in the Village. The parking spots are allowed to be soooo tiny.
- Make it economically feasible for businesses to operate. There are a lot of restaurants opening in Oceanside and I have heard it is because they make it easier to open an operate.
- Foster growth of quality businesses to employ local north county locals and ground them in the local community vs having to commute to San Diego
- We should create an organization that allows businesses of different backgrounds to connect. For example, I'm a clothing manufacturer, it would be great to use a directory to find other local designers and manufacturers right here in Carlsbad, this will not only support us but boost our own city's economy.
- Tax breaks for tech businesses, more retail space and shops. As a successful restaurant owner in OC, it has been impossible to find a location to open a SD location in North County
- Support tourism magnets like LEGOLAND
- I would rather not see more tourists. Traffic is bad enough.
- Keep the Chargers in San Diego
- Give tax breaks so businesses will want to locate here.
- This shouldn't be a priority at all. The economy and business diversity will come about thru other priorities.
- I would say work to maintain.
- Feel like there could be more night activities...doesn't have to crazy bars, but it doesn't feel as hip as it could be

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- Review its taxing policy, increase its public transportation, improve its public education.
- To BOOST the local economy, BOOST the Minimum Wage! Hike it up to \$20/hr for any job in Carlsbad. Index it to inflation, of course. One way to sell this is to encourage wait staff to refuse to accept tips! (I've been to New Zealand and Australia, where their Minim Wage is equal to \$20-USD, and they don't accept tips. It works very well. Employees have a great work ethic, and there's very low turnover. Workers can afford to live closer to work, afford new or newer cars, and can afford to spend money in-town. The incremental increase in retail prices is minimal, because every pub, restaurant, barber shop, auto detailer, etc is in competition. That competitive force actually keeps prices low. To increase tourism, help the Calif state Parks Dept to expand the Carlsbad State Beach Campground. Also, reopen the Hedionda Lagoons to sea traffic, and establish a campground/harbor that is boat/bike/hike-in only! Encourage visitors to use bikes, walking, and mass transit to get around town, to the Coaster, to the shops, to the beaches, etc. Also, install FREE electric car chargers around town, at transit hubs, and near shopping areas.
- I think a redevelopment of the 101 along the beach would take us a long ways.
- Don't cater to tourism. It's ruining the quality of life for the people that live here. Way too many cars on the street, driven by tourists. Everything is too crowded. Don't turn Carlsbad into Los Angeles.
- Manage the negative impact tourism has on local residents quality of life. It may make us friendlier to tourists. It's an issue.
- Creating jobs for all ages is always a great benefit with creating more funding as well as other economic benefits
- Attract more companies through incentives
- Create more natural land and stop destroying natural land with development. Basically change completely and become a GREEN city
- There are too many tourists that come to the city now. Have you ever tried to drive along the beach or through downtown during the summer or during peak travel times? It's a nightmare and makes me want to avoid the area at all time. Is the city so concerned with tourism that it is willing to alienate the very people who call the city home?
- You don't need to be involved in promoting tourism. The tourism magnets such as Legoland will do that for themselves.
- Retail and dining are relatively low paying jobs. Skilled manufacturing could be a focus. Consider promoting local's specials to encourage patronage during slow seasons. A healthy city needs locals to support dining and retail, especially down town.
- Another "empty gesture" question. Who will argue against more of better?
- Carlsbad has had a checkered history with it's technology and biotechnology citizens, yet these can be great sources of both city revenue, and employment. Tourism and specialty retail are great, but subjects us to the whims of the national/global economy if we make them the core of our long term economic success.
- Strengthen all of these things without impacting residential neighborhoods

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- Incentivize local business and local corporation growth, affordable commercial buildings and increase ability to commute to North County from various areas across San Diego county
- Agree that it is important, but feel that the current level of service is sufficient.
- Need more options for dining and retail outside of the village for residents; how about a Whole Foods?
- stay the course
- The amount of tourism that Carlsbad currently has is extremely high. When you go down coast highway during tourist seasons that amount of pedestrians illegally crossing intersection and Rhodes is extremely dangerous and over populates the current living conditions
- Upgrade outlet mall. Continue putting in more high end stores.
- Persuade business that provide high paying jobs such as tech, medical, and finance companies with tax incentives so they are more inclined to do business in Carlsbad. Aim high, business like Google, etc....Also, an emphasis in better restaurants that are destination type places will increase tourism, along with better shopping.
- We are a vacation destination. Think about your best vacations and encourage businesses that will enhance visitors experiences. Again parking, great beach experiences, and I would add rentals - bikes, water "toys" little food stands should all be considered
- I can't think of anything we are lacking in this area
- It would be nice to have seafood type of market and outside dinning area similar to the one in Seattle. Maybe part of power plant property could be used for this.
- Everyone knows Carlsbad restaurants are not very good. Encinitas has the best restaurants. Little hole in the wall establishments with excellent food.
- If question 2 is addressed, this will be addressed
- Continue to investing in the Village and keep it clean. continue to encourage Business growth responsibly around the city with valued zoning.
- Give incentives to businesses to move to carslbad develop some nice resort hotels by the beach. Relocate the mobile homes on 101 near palomar airport rd
- Carlsbad is a nice mix or industry and residential but promoting it as "the hub" will over populate and possibly bring in commuters who don't have a vested interest in the community.
- This sounds great, in theory. However, if by "specialty retail" you mean a large department store and other specialty chain stores and restaurants, it sounds like a horrible idea for local small business owners. The fact that we have always promoted and encouraged the growth and development of small businesses in downtown carlsbad, this would change the entire feel of our city. We do not need to be another downtown San Diego, LA, or even la jolla. Let's keep carlsbad's small town feel alive and allow small, local businesses to thrive.
- Tourism is not the identity of our city. I'd rather have Carlsbad be a great place to live than a great place to visit. While I appreciate the value of the tourist dollar, I think that some of the plans to expand the downtown area are excessive and short sighted. I don't want to have to jockey with tourists and customers just to enjoy the city that I live in. Balance and perspective are key with an understanding that higher tax revenue does not always translate to a higher quality of living.

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- Love the boutique feel of most of the village. Happy it isn't the same as every other town overflowing with chain stores and restaurants. Local, small shops and restaurants are a big draw for me
- Say no to more big box stores and malls.
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels. For the past 8 years the Carlsbad Beach Fest has worked with local businesses and business groups. The event is the only one of its kind in the city and it helps boost tourism by being an entertaining event that promotes Carlsbad beaches and businesses.
- How do you plan that when the city has a history of not allowing new restaurants down town due to limited parking. What about all the downtown businesses that close at 5. Total redevelopment is needed to do this.
- Help leverage local talent pool (eg. Biotech, telecom, military etc) and help seed new growth areas (data analysis, cyber security, etc.. talk to local industry leaders). Intersect these and tourism by organizing/hosting relevant conferences etc.
- Promote more
- Connect with existing groups both in the city and regional .orgs
- Promote high tech industry such Novartis, ViaSat and the like. They produce less traffic than tourism and they promote less pollution than heavy industries.
- Carlsbad has become a huge hub for technology and must restrain the impact of this on traffic and compatibility with residents. Create shuttles that move from Village to other suburban hubs or workplaces. There is so much traffic on El Camino Real, Cannon, Palomar Airport Road. Make sure that the commercial areas complement rather than compete with each other. People are concerned about Aqua Hedionda and the pollution and quality of life impact with competing shopping centers: La Costa Square, Westfield, Caruso, Village, etc. This will take thorough exploration!
- Again, keep things local and unique. Do not let Carlsbad become another "Anytown, USA"
- Tourism is important, advertising is important. Business diversity is good if clean and hopefully REEN. Keep Carlsbad Classy and don't Over build. No Orange County !
- Extend Carlsbad Airport Runway
- Use some of the tourist money to clean beside major roadways. Increase beach parking opportunities
- Add few more non biotech texhnology companies or businesses.
- nicer shopping plazas like the forum. the la costa towne center is not a hub and north carlsbad has no nice plazas. nicer shops and eateries
- The same that is being done now
- People come to enjoy the outdoors too! Preserve open space for dog walkers, hikers, bikers and people will flock to the town. There is more to touism than just shopping!!!
- Please, limit touringistg. It's already too crowded due to legoland, beach, Carlsbad co. Stores.
- The best thing the city could do to improve the quality of life here is to attract businesses that pay well enough for their employees to live in the community. That's a huge win-win-win for everyone, reducing traffic for all and providing more time for families to recreate, learn, and be together.

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- More jobs for our young adults
- Better dining options are needed. All the good restaurants are always full. This shows we clearly need more quality places that are affordable to eat.
- More publicity about the town and events.
- Put in a pair with more restaurants on the water and places for boats to dock.
- Business is key for economic growth. The city should focus on doing everything it can to encourage business development and to bring more businesses to Carlsbad, especially technology businesses.
- With the craft brewing industry growing, be more flexible with the establishment of micro breweries, brew pubs, and perhaps an international relationship with our sister in these terms
- Business diversity is great, but "High End" retail and expensive dining trends to the tourist. The local people have to go to other towns to find reasonable prices for retail & dining?
- Review tax incentives for operating in North County
- Fine line between tourism and quality of life, traffic control. Focus on small business with unique characteristics. Existing big boxes are enough for resident's needs.
- I prefer the small town business vibe, not huge businesses in the village. Outside the village larger businesses are great for the economy, but tourism for carlsbad relies on our small town feel.
- Parking is a real problem everytime we go out.
- Publish a business journal - Carlsbad Business Journal and a yearly directory
- Keep it quaint, well lit & more music, foodie options & art
- Improve traffic and preserve parks and green space
- Ensure that quality businesses are encouraged. Not more stores like at the new La Costa Towne Center. Steinmart in an affluent community, really??? More forum type shopping is what we need.
- Encourage business to open in Carlsbad instead of other city's through lower tax rates(?)
- No more big malls
- Improve the Barrio district. Free beach parking. Keep safety high/crime low. Free city parking. Clean, walkable streets. Watch traffic usage on Cbad Village Dr., it's getting heavy frequently, and more dangerous.
- While tourism and hospitality is a key source of revenue, ensure that the employment opportunities are wages that local residents are able to live on. If it is specialized retail, fight to have the starting wage above minimum wage. According to BLS statistics, San Diego County ranks #4 as the most expensive to live in the nation.
- I think we're big enough as it is
- Reduce railroad track fatalities
- Continue to try to attract and retain employers to Carlsbad.
- Stop making it so difficult for new businesses to start up. The fees you impose are crazy high and the delays are really too long.
- We have a good amount of technology jobs.
- Dislike being a tourist destination in downtown . Traffic has gotten worse and parking
- No more chains! Would also be fun to have a little more nightlife. I recently moved here (husband has lived here for 6 yrs) and we often find ourselves driving to Encinitas

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then Ubering it home because there just isn't a ton of nightlife here - which is a bummer because I'd rather stay close to home and put my money back into Carlsbad. I have many early 30's friends who share the same view.

- Let the market dictate what works. For example I read that the government spend money on consultants to figure out to improve the downtown village business environment. I think it's happening on its own. You aren't going to get an environment like La Jolla's Prospect street in the Village no matter how much you spend on consultants. But over time market forces will probably get something really nice in the Village (which I think is really nice already). Let it happen naturally.
- I think there is enough retail and fine dining. Let's make employment in Carlsbad with promoting small businesses outside of just retail stores and fine dining.
- More outdoor eateries everywhere in cbad
- Start advertising it properly. I don't see much done in this regard. Get high profile Calrsnad citizens to help promote it on social media and other low cost venues.
- We need an activity center that is good and safe for families. The spectrum in Irvine or the Grove in LA give teens and families a quality place to spend time. The forum shops are ok, but it doesn't provide us something for the whole family.
- Run Uber out of town. The city of carlsbad makes no money from Uber driver but the city does make money from taxi cab companies. And the cab industry is being hurt by the influx of Uber and lift drivers.
- Promote local small businiess through tax incentives.
- I think we spend too much on the triathalon!
- Join the State of California Parks Department in creating a food patio area above the Tamarack Beach parking lot.
- You get lots of volunteers, and some of us would be glad to add a few dollars to keep our "Village", a village. That, in itself, I believe, would keep tourists coming.
- this is a great place to visit, live, work
- Ref. 1 I think this is already in the process of being achieved. Once this has been completed - enough is enough!!
- Encourage local businesses and entrepreneurs. Try to stay away from chain businesses. make Carlsbad a picture of the people of Carlsbad, not the picture of corporate America. Make the experience unique by giving the city unique stores, restaurants, and hangouts.
- promote the great location and the values that the city has to offer
- We already have Westfield Mall and the Outlets. Put money towards these already established shopping areas. Please have a more upscale Westfield Mall with and outdoor open Mall experience. The "Oaks" mall in Thousand Oaks is an excellent example of an "outdoor" mall. Westfield needs an anchor restaurant like a Cheesecake Factory or other high style restaurant. Pull the plug on the so called "upscale" development south of the strawberry firds. No more shopping centers.
- A variety of downtown shops would be nice. We tend to have much of the same pizza and Mexican cuisine in the village. I would love to walk to favorite spots rather than drive out of my own city.
- Assure access to public open spaces for citizens and tourists.
- Increased shopping and retail, BUT ONLY in the Village.

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- Host any tourism events that support these core values of the City and enhance respect for diversity; highlight local entrepreneurs, service workers and leaders in City's tourism industry.
- I think we already do this to a large degree, and there are plenty of big hotels (LEGOLAND, etc..).
- I understand the desire to have tax revenue in the city; but the cost vis-a-vis congestion is making this city heading in the direction of urban sprawl. Focus on resident's quality of living means erring on the side of led development. I used to live in LA area. I've seen this play out before. Rethink your plans. With so much of the city built out, the next phase will be increased density. Then the city will be unattractive to all but tourists and businesses; but not single family homeowners. 10 years from now
- As long as zoning regs are clearly stated and enforced. Limit commerce to business parks.
- Yes, proceed with trepidation, or as quoted previously, any neighborhood can be Queens, New York. One pitfall, eminent domain and its ugly cousin rezoning, can get ugly and no one wants to be painted with that brush.
- We don't need any more shopping or industrial parks! We need to push to close Palomar Airport!
- Enhance livability
- Encourage more restaurant development limit future hotels
- There are limits to what should be done to accomplish the purpose. Increasing the size of Palomar Airport is NOT one of them.
- Tax incentives
- Already too crowded with tourists in summer. Don't want to .encourage more ways to limit enjoyment °f living here by. inviting more tourists in order to fill others' deep pockets
- Carlsbad is not diverse, it is white Anglo-Saxon protestant. Going for diversity is good, but not going to happen. How many illegal aliens can afford the rents in Carlsbad of \$2000 for a two bedroom or a house in the \$675,000 range. Stop kidding yourself and some faking what Carlsbad is. It is La Jolla north and you cannot change that at this point in the game so stop wasting taxpayer money trying.
- The city is doing well. Continued growth is not always a good thing. I've lived in communities that grew themselves to death. Perhaps a maintenance approach for a time would be helpful. Many like the quiet little beach town and go there to vacation. Is Carlsbad such a place or has it developed beyond that. Still a great place but moving in the wrong direction.
- Be open to new ventures that are quality--shopping, dining, arts. Maintain the beauty of Carlsbad's setting by maintenance and enhanced public areas.
- You need to re-prioritize
- Increase productive businesses. Seems to be overly focused on service industries with little production activity. Balance it with production. You have killed off almost all agriculture. That was senseless. Should have been encouraged to stay. Agricultural land use can still be encouraged on any scale, include backyard.
- The local economy diversity. The word tourism should be addressed separately from this goal. Putting tourism in this goal may alter the projectory of this goal. Such as encouraging more hotels than necessary, or opening up too many small shops that

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will not be able to survive the off season. It is a fine line, balancing enough businesses for tourists, but ensuring that those businesses can keep their doors open is just as important.

- Make it easy and desirable for small business owners to become or remain in existing areas.
- I didn't move here for tourism & it has never helped my economy. It is detracting from my choice/way of life. I can't go where I want when I want because of too many tourists. Prices are getting too high for newly retired fixed income people. I moved here 38 years ago only to watch progress slowly deteriorate the paradise we used to have.
- Limit Large Box Stores i.e Walmart etc.
- Support new business venues and maintain those already here.
- less cheap and low quality restaurant chains, and more sophisticated/healthy food. Easy public transportation from San Diego and OC, food stands/vendors on the beach
- Continue to ease up on building restrictions, re-view insane recent price hikes in the permit process.
- Be user friendly to businesses.
- Turn the golf course into a college and multi sports facility for the community.
- especially diversity in dining opportunities. With all the tourism, there should be more places to eat and more parking, we have left several places because there was no where to park.
- Again, stop building, our economy, business, tourist attractions are plentiful. Can we just enjoy life now?
- The local economy and business is important but not at the expense of the quality of life of the residents. We are a CITY of people too. Don't lose sight of that. The city council's mind set has changed over the last few years from being citizen focused to business focused. If you want to be a first class city you need to focus on providing first class services to your citizens not just attracting business. The purpose of having the businesses is to provide the funds to afford the services of the citizens not to pad the city coffers.
- The city can't sustain its "small town feel" at the same time it continues to grow. At some point retail and dining opportunities will become saturated leading to a decline in businesses and closed store fronts. While tourism is an important part of Carlsbad's economy there needs to be a balance between the number and types of businesses and the tourists that can support them.
- Refresh the Westfield mall. Keep the strawberry fields by I 5 open.
- Have more food courts like the Islands at Carlsbad for workers to walk to at lunch. Love that they have free concerts from local artists on Fridays.
- I like it the way it is today - don't ruin it.
- Build a high speed internet. Also lower sales taxes to increase local spending and tax the land value in the city. There are plenty of empty lots in downtown that sit empty as there is no incentive to develop.
- We need more than a fancy overhead sign.
- Make sure you put the power lines in old Carlsbad underground, please. Also a graffiti contrast would be pretty cool would be
- More outlets for healthy food, organic produces etc.

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- commit to promoting local events by making it easier and supporting private events with city PR. Cooperating with larger private businesses seems easy and that attitude should be the same with smaller events and businesses
- Promoting a friendly business environment is important to bring business to Carlsbad. However, a recent example of very UNFRIENDLY business environment is the request for Gunther Guns to develop a RECREATIONAL shooting range at their business. PLANNING STAFF NAME DELETED seems to have dictatorial powers to prevent this family-friendly business from growing. Government needs to get out of the way for private businesses and industry.
- Tourism is good, but remember why people come here... because it is a town... not a "touristy" place.... keep in mind a community for the people of CB Village and Barrio and Tourists will come....
- Please refer back to my free WiFi in the parks and Village area idea.
- San Diego County is known for tourism, and Carlsbad is an extension of that. Continue to work with local organizations and groups to promote venues, events and small businesses, especially in the Village. Work on expanding the village and support businesses that have opened off the main streets. Plant tourists "aids" in the downtown, and let them direct people towards local businesses, and inform them of activities. Just having a visual presence, especially on the weekends, shows "Carlsbad cares"!
- Carlsbad needs more diverse/ethnic dining options
- I don't know. Get input from those that do know
- I don't know if we need to increase specialty retail or simply improve/enhance what we currently have (ie revamp of the Carlsbad Mall)
- encourage businesses to keep rental space reasonably priced, be careful of zoning laws and their impact on good business. Do everything possible to support businesses in Cbad
- Promote A Taste of Carlsbad, we have some fine restaurants
- Definitely more dining in Carlsbad Village. Less generic retail. Unique retail like State Street is great. Quality places for dining and fun. Think Cedros Street (the belly up) or Santa Barbara.
- The downtown area draws many tourists, however, the run down appearance, poor quality of restaurants, and overabundance of hair salons, does not look like a true tourist destination.
- Expand shopping areas around the city, better beach parking and access
- Manage the amount of vehicles on the roads and main arteries. Establish and promote public transportation that connects major business/employment locations. Establish and promote public transportation that allows tourists/visitors to enjoy the city without their cars! Public transportation options should INCLUDE Oceanside Transit Station as public transportation point since Metrolink (LA, Orange, Inland Empire travelers) ends here. Too many travelers don't want to change from Metrolink to the Coaster trains; thus, they chose to drive with their cars! It's got to be "easy" for people to use public transportation.
- No comments at this point. But, I would like to see the City employ more experienced retired citizens (paid or volunteers) since there is a large senior citizen population here.

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- Stop relying on the San Diego Tourism Authority to increase tourism. Carlsbad should have their own tourism authority
- Excess tourism is off putting for those of us who reside in the community. Brings noise and pollution and encourages irresponsible behaviors. Would like small farm to table bistros or delicatessen that serve outside in the historic district. Also a specialty hat and tea shop.
- diverse employment opportunity is important, however we should seek to balance the need for the revenue that tourism brings with the small community feel. I think they are more often than not opposing values.
- Too much emphasis on tourism. It supports mostly low paying jobs. Also too much emphasis on golf, it is a declining sport. In the 20th century it was an economic benefit to have a golf course. Today 8% of the county population plays golf, 10 years ago it was 12%. Recognize the trend and look to the future.
- Planned smart growth. Attract high end high dollar tourism and promote growth in attracting biotech and technology firms
- Signs for where they are located, discounts from hotels to small restaurants ie non chain
- I think you will find that the fiscally responsible thing to do is divest sooner than later from our dysfunctional big banks our CAFR funds. Eliminate fees and debt service not to mention the risky investments that they are in. ROI is what less than 1 percent. North Dakota has a public bank that brings back to the general fund 22 %, Retail partnership banking is not sexy but it is safer and the formula is there. besides whatever we make goes back to us. No debt peonage and we can get a much better rate if we do borrow. Why would you issue a bond if you could create it yourself. Support our local small retail banks and finance things you didnt think you could safer.
- Business diversity is good in that it hedges against inevitable economic shifts. The less people have long commutes to work, the better--so local employment is ideal. Specialty retail makes a place into a destination--where one can get food/clothes/books/art/gizmos not generally available anywhere else.
- Carlsbad should promote businesses that support each other, the community, and the environment. Carlsbad does a great job with establishing nice retail stores and restaurants but could do better with advertising these great places. Many places are hidden from the freeway and some are difficult to access. Carlsbad should be similar to, but differentiate itself from Encinitas downtown on the 101 by offering more "walkable" shops and breweries as well as offering easy public transportation to those areas
- Carlsbad, to this point, has missed out on the craft beer industry's explosion by and large. While not too late, opportunities taken such as those in Vista and Oceanside have put the area at a disadvantage to capitalize on its growth. Emphasis should continue of Carlsbad's employment demographic and corporate headquarters count.
- Less beauty shops in downtown, A (Whole Foods) in downtown, more restaurants and maybe the theater could have more events. A nice restaurant over looking the Ocean.
- Don't see it as a worthwhile value because it conflicts with number one, which is more important

Verbatim Responses: The local economy, business diversity and tourism

- Improve the permitting process. We just relocated our medical/dental office within Carlsbad and found it very difficult to work with the city offices, the permitting increased our cost by 40% and pushed our deadlines.
- Increase parking and reduce traffic in some of the downtown streets.
- Competition is hard for tourists dollars. What makes Carlsbad special?
- Continue to create a destination point of Carlsbad city area. Why it took so long to get a sign up is counterproductive. Create a buzz downtown and make the culture friendly to businesses
- Have an app that highlights special Carlsbad businesses and gives discounts.
- Want to make sure whatever efforts are made that local businesses are protected and not pushed out by big chains
- Keep tabs on the use illegals in our restaurant and working in homes as maids and gardeners.
- Yes Continue on as is
- The city should not promote business but maintain world class infrastructure and let market decide use.
- Just make sure that Carlsbad still caters to the residents and not to tourists with lots of money to spend. We're getting a little heavy on "high end" and losing local affordability.
- We don't need more out of towers ruining all beach.
- It is good to promote tourism but don't forget the locals and their hometown needs
- Ensure there is a mix and not a focus in one of these areas.
- Bring in the Caruso shopping center as a unique high quality experience. Get Westfield at Plaza Camino Real off the ground, it is taking forever and the revisions are not that great.
- Encourage food trucks. Allow street vendors along Carlsbad Blvd by the beach. Allow bars to have live music until closing time.
- Encourage and offer discounts and "2 for 1's from premium restaurants and hotels.
- Enhance and expand the Carlsbad Visitor Center.
- Most big companies are in downtown. It would be great to have something like New York's tax free zone for startups <http://startup.ny.gov> to encourage technology business in Carlsbad. Let's also create international dining scene in Carlsbad. We have too many burger/pizza joints. It would be a welcome change to have an authentic ethnic grocery, restaurant in North County.
- Free, or cheap, shuttle running along the beach, and linking the outlets and the Museum of Making Music to the village.
Support more dense Coaster service. Encourage the Metrolink to link Carlsbad with L.A.
- Provide parking that encourages visitors to visit, especially in the village. How about quaint trams that connect historical sites downtown.
- All is being done, but continue input from different groups.
- I agree we need businesses and good jobs, but creating more tourism is not the answer. Tourism, generally creates low-paying jobs, people need access to white color, high-paying jobs in order to live and work in Cbad. Build business, not tourism
- we do NOT need more specialty retail opportunities- there is far too much commercial real estate as is, and similar types of stores within very short distances of each other.

Verbatim Responses: The local economy, business diversity and tourism

Convenient shopping shouldn't come at the expense of open space & an affordable real estate market- new building has priced most people out of being able to afford to live in Carlsbad.

- Make the downtown more attractive with planters, trees, etc. Clean up the off ramp exits coming into North Carlsbad
- Stop focusing only on the bottom line. The quality of life is diminishing for local residents because the city counsels main focus seems to be how to bring in more money, build more houses, and bring in more people. Be concerned for the residents that have lived here for many many years. Please! There can be a balance!
- Again, these are different concepts rolled into one question. Locals need every day services and food shopping in the village. We DO NOT WANT MORE SPECIALTY SHOPPING . We want completed sidewalks, more crosswalks, pedestrian level lighting, more events on the beach,. For businesses along the Palomar Airport rd. corridor and Faraway, builhousing and public transport
- PROMOTE THE VILAGE AND THE MUSEUMS, ALONG WITH THE BEACH AND LODGING INDUSTRY, IMPROVE CANNON ROAD ACESS.
- Regulate the number of nail and hair salons in the village. Viggiluccis new market on State St is a nice addition. Landscaping should be required for new building in town.
- No need to go overboard
- connect inner and outer lagoons. allow open access to the ocean from bristol cove. make it like newport island
- Limit development including more strip malls etc
- Attract older visitors in the winter months.
- Improve downtown Carlsbad. It has been dowdy for many years. Also, encourage business outside of golf & biotech to locate here.
- Give tax credits to businesses that support tourism
- build world-class brand to attract both domestic and global tourism
- However build these retails, restaurants and hotels away from the coast.
- Improve public transportation! For example, be able to take Coaster to airport, with an airport shuttle! Public bus is not user friendly!
- Promote local businesses, maybe with the use of a Carlsbad dollar alternative currancy. We need a local Public Bank like North Dakota to help local businesses and residents, while keeping our money in our community. Lets not continue to support the Big Banks who do not care about our community, except for the profits made off our backs, and our labor. Neighbors helping neighbors, while keeping our money local, is the goal in my opinion.
- Leave the business people alone and they will do just fine.
- I would like to see more small, independent businesses in the village. I was disappointed that Subway, Verizon and Supercuts went into the new building on Carlsbad Village Drive.
- Get more farm to table restaurants at the Village.
- Carlsbad needs to increase its destination activities such as good shopping. Outlet shopping is not enough. More high end shops.
- Encourage local brewers to open up shop in the village.
- Stop legoland from further expansion

Verbatim Responses: The local economy, business diversity and tourism

- More good dining options. Only nice retail store in town for clothes is Aranelle. Another dining night life spot other than Coyotes and O'Sullivans.
- Continue to promote Carlsbad and a high tech hub.
- Have special retail nights once a month with stores open a little later and activities to increase public awareness of stores and develop community connections
- add more restaurants either fast-food or regular
- Provide incentives for businesses to move into Carlsbad and advertise within and outside the state
- upgrading the beach walk is great! Put technical schooling in some of the unused buildings in the industrial part.
- create an environment to attract businesses.
- The statement has grammatical and punctuation errors. Everything is fine the way it is. Don't destroy a good thing.
- I think there is a good mix here already
- We just don't maximize the potential the city has. We have an airport, coastline, diverse population and yet we don't utilize it in any way.
- Insure a clean, safe community that maintains infrastructure and is "business-friendly".
- Make Roosevelt South of Carlsbad Village drive a mixed use down to Walnut or even Chestnut. It would be an ideal small commercial / cultural avenue we could be proud of... like nothing in North County... Picture old town main street or Little Italy/India street...
- Attract more diverse marketplace. We have a Panera Bread, Five Guys same chains every few miles. Would be a nice change to bring authentic ethnic restaurants to our area.
- Network with city council members in Encinitas and even Oceanside, YES OCEANSIDE! They appear to be doing a much better job of achieving this goal!!
- please try to encourage more, better restaurants. This town could fully support a Craft+Commerce style restaurant group. When people want to come to dinner they come early and walk around, or stay after and support the businesses.
- Our Mayor has done an excellent job with employment. Please continue so families stay in tact
- Embrace the unique, Carlsbad has enough spas salons and eateries. How many transgender supportive social clubs?
- There is a balance between economic growth and crowded neighborhoods. My recommendation is improve on the current specialty retail/dining areas in the Carlsbad Village area. Also, make more bike trail friendly for tourist and residents. The roadways are too dangerous for infrequent bikers where improvements have recently been made. Need bike trails away from high traffic areas or barriers to prevent accidents.
- Carlsbad Premium Outlets is example of the wrong kind of tourism - big retailers taking advantage of locale and now importing busloads of tourist traffic who have little regard for the true charm of this city. Legoland and the Flower Fields benefit as well, but no one else.
- Please move out the antique malls and stores from downtown. They do nothing for the image. I wonder why the Village is not more like Encinitas' strip of Highway 1.

Verbatim Responses: The local economy, business diversity and tourism

- A state of the art gun range.
- Paint the powerplant to look like a lighthouse. You could contract a local artist like, Wyland. Increase dining opportunities that are healthy and gourmet, at family affordability. Create more botanical gardens, and cultural activities.
- Try to promote local business over Chipotle/Five Guys/Noodles + Company/Jersey Mikes oh and no parking.
- Provide better parking areas in village, or provide shuttles/trams from the more remote areas of village, that can take passengers to the main center of village, state street, and carlsbad beach.
- Attract a diverse array of centers where people can meet, eat and stroll.
- Help retain businesses that come to work here. So many come and go - is it high rentals on buildings that they leave?. Check Armada - one building has had several business that have not made it here.
- clean up downtown carlsbad and other areas to make them more attractive for restaurants and retail. Become more like La Jolla and less like Oceanside
- Have a better program for start-ups for the life sciences and technology companies. There is currently no incentive for these companies to chose Carlsbad over Sorrento Valley/OC
- Promoting tourism helps local business.
- Stop selling out to tourist no new development. Maintain 'small town feel' for residents.
- More parking.
- Promote local businesses and their success. Incorporate and feature different businesses in Carlsbad News publications.
Encourage residents to explore their community and to support their local merchants.,
- Control Union labor costs including retirement benefits
- tear down the ghetto westfield mall and return the land to its natural state. No more malls please
- No additional comment
- Doing a great job
- Maintain what we now have. Stop building. Fill up what we now have.
- Fix the metal stairs going down to our beautiful board walk by the Village . The are rusted and soon to be unsafe. Please use the same primer they Navy uses for their ships
- I think the city has already accomplished this goal. A greater sense of identity might help the city foster a future carlsbad. For example, Solana Beach has the arts district, North Park has a theater district, etc. Carlsbad is just a beach town that's nicer than Oceanside. What does the city want to promote?
- We have lots of business diversity already.
- Why did Carlsbad Police need new car fleet? Monies for Carlsbad school bussing? Thousands of kids are schlepded to school each morning by parents. It's an environmental concern and safety issue. School drop-offs are dangerous.
- Strengthen and support tourism, wonderful commerce - people visit and leave their dollars behind.

Verbatim Responses: The local economy, business diversity and tourism

- Implement the tourism recommendations from the consultants, especially the group marketing and the upscale marketing efforts. Improve the coastal corridor quickly. Spend the funds now.
- Would hesitate to further improve major tourist attractions such as additional hotels, resorts and entertainment venues until solid plans have been made to provide the infrastructure needs to support the additional people loading. The most simple requirements - think parking, sanitary facilities, park/play areas, etc. - have yet to be addressed.
- Provide more funding for tourism to allow Carlsbad to compete in the national and international stage with beach communities similar to Carlsbad. i.e. Santa Barbara, Huntington Beach, Newport Beach, etc.
- I am excited about some of the new retail developments that are planned with Caruso, the Westfield mall, and the new culinary school and restaurant by the Flower Fields. I think Carlsbad would thrive with tourism if it could cement its place along the burgeoning "Hops Highway" and encourage local breweries and new independent restaurants. It would be particularly wonderful to have these concentrated so that people could sample many of them by walking or by riding public transit such as a trolley.
- Too many people living and working in Carlsbad already. And enough tourists. We don't need more people here!
- Provide more restaurants and breweries!
- Try to make a stronger connection between the Village and the destinations along Palomar, ie. Lego land , Music Museum, Gemological institute, etc. so that visitors stay in Carlsbad as opposed to stopping between San Diego & Los Angeles.
- business diversity should be handled by who provides the best product but I agree with the other notes.
- It's doing a very good job right now, in my opinion.
- We already have that, what more do they want!? Everywhere you look there are business parks, office buildings, shopping centers, etc.
- You won't have any economy business or tourism without an Airport. Why do you think we have it now? Because we had a working Airport.
- Remove all-way crossing at Carlsbad Village Drive and 101. Traffic circle too. Increased traffic wait times. 101 through Carlsbad has become a summer parking lot. I now avoid downtown, especially in the summer.
- We need better local transportation. How about a tram or shuttle service around the city?
- This concept is over development for tax revenue. Allowing developers to exchange low income to other areas so they can make more money. Why are the original concepts of regulation not followed. Again, politics rule
- Do more for the people that live here already.
- Find property for a restaurant - or 2 - on the coast. We have more than the other N. Co. towns - but, they have the primo spots for lunch - i.e. Cardiff and Del Mar. It is great to be "on the beach" - esp. with visitors!
- Oceanside now has better restaurants than Carlsbad. Why? Rent is cheaper, but this is based on landlords and not the city, so I understand. The lack of transit to businesses

Verbatim Responses: The local economy, business diversity and tourism

off Cannon Road, Palomar Road and Faraday make it difficult for the employees to get too and from work with public transit.

- I would like to see a tram go up and down our Carlsbad coast, esp. in summer, along the coast hwy. Parking is difficult at that time. I would go into downtown Carlsbad (from Aviara) more often, and it would be fun for visitors. Possible?
- Continue to promote Village as a restaurant, fun, retail center. Expand outdoor dining like Garcia's.
- increase pharmaceutical and research. get a nordstroms
- I feel like we're already doing very well in these respects, and it's time to emphasize other aspects.
- I think it will be difficult to maintain a "small town" environment while promoting businesses and "specialty" retail and perhaps even tourism. I would suggest looking at how to, perhaps in conjunction with the County and other nearby cities, improve mass transit, especially to business areas so that any increase in # and size of businesses doesn't further erode the traffic situation.
- I think more shops that folks will want to shop at; Clothing, even technology. Lets promote start up companies to open up shop. Diverse shops. Instead the Village is cluttered with Reality Offices, Health Clinics..
- More restaurants.
- Give tax breaks to larger employers and make it easier for small shops to setup specially in the downtown area
- Whatever Carlsbad does just No more strip malls. They are just so unbecoming and harsh to look at.
- Keep city golf grounds well maintained, keep outlet malls leased to popular stores, promote deals with Legoland and local hotels/restaurants.
- plainly, tourism dollars trump any other tax revenue
- Budget and keep taxes low
- The city needs to balance its support of business needs with what is in the best interests of the residents who live here and pay taxes. Quality of life is compromised when too great a focus is placed on economic development at all costs.
- speed up permitting process
- Current system is working well.
- City Hall needs to actively assist business, not resist it. When I moved here I received resistance in regards to locating my business here even though I have zero negative enviro impact etc. I have heard this refrain from every business person I have met in my two years here
- Promote the desal plant , think about the redevelopment of the power plant site
- Create access to more free parking in the areas where this development is occurring. It may be time to have multi-level parking structures and easy access to rental bikes like major cities have made available. Look at the model of Boulder Colorado to Paris France.
- Let more "Known/Recognized" stores in. The mall has raised their rent and stores like, GAP, Loft, and various others have left. Give them a place to relocate in The Village. Sun Diego is doing QUITE WELL!!
- already a lot of tourism and strong economy. maybe discounts for locals? make it easier for locals to enjoy beaches, parks by having resident pass for premier parking?

Verbatim Responses: The local economy, business diversity and tourism

- Affordable senior housing
- Make sure they are not overburdened with tax, requirements, planning, and regulations so they might concentrate on their business and grow our economy
- Like to see more dining options that are not chains. We need a dessert place like Extraordinary Desserts in San Diego.
- It appears to me that tourism in Carlsbad is doing well. It appears we have enough dining opportunities for our population. Instead of businesses have a revolving door, we should do more to help struggling businesses who have set up shop in our community.
- Not sure what it meant by "value"; but would like more emphasis on improving the citizens that live here year round, with an improve quality of life, ie looking at the increased traffic density that accompanies any and all improvements.
- Continue to be attractive to businesses with tax breaks for 1st few years
- Relax or broaden current zoning of commercial/industrial sites to allow people to develop their own solutions to the problem. Increase enforcement of labor laws, specifically look to eliminate illegal laborers from the labor pool. this would be most easily done, I think, by strictly auditing Carlsbad licensed businesses to compliance with labor laws.
- Attract businesses to set up in Carlsbad that are in line with our city values
- Come up with a plan to use and develop the Encina Power Plant property
- Carlsbad severely lacks quality restaurants.
- Start with the landlords. They are sharks!
- Try to get rid of fast-food joints on CVD west of 1-5.
- Increase investment in resources that can be jointly utilized by both tourists and residents. Parks, trails, roads/transportation infrastructure are but some examples.
- Target growth in areas other than Carlsbad Village...La Costa for example...
- Need a couple more nice restaurants along the shoreline.
- Our city is a beautiful city for tourism. People come for the open space, beaches, strawberry fields and retail. Important to keep in mind the needs of the locals as well.
- Stop growth. Reduce traffic, especially on the I5. Make it a city for the residents. Past changes have always been for the benefit of the tourists. Buy that open space we budgeted for and leave it alone. Allow the residents to enough the open space. Do not fence it off.
- Facilitate small business success thru incentives and reduced fee structures. Provide part time jobs & training opportunities for resident teens, young adults and seniors.
- The City needs to keep up with infra-structure needs and maintain public areas, perhaps also providing incentives for businesses to upgrade and "beautify" in areas where it is needed.
- Revitalize downtown with more dining options. Oceanside is getting all my business lately with Bagby, Local Tap House, Masters Kitchen and more!
- Promote more business diversity in the village.
- Slow down on tourism in Olde Carlsbad or concentrate on senior tourism
- As development explodes in Carlsbad there does not seem to be a plan for traffic control. It is beginning to look more like Orange County. Where is the open space plan.

Verbatim Responses: The local economy, business diversity and tourism

- I think the Carlsbad sign, village enhancements (farmer's market location, pop-ups, the piano), and new art installations are excellent.
- Continue to promote the tech and science cluster off of faraday, bring more biotech
- Maintain the appearance of the sea wall walk area. Give incentives for businesses and restaurants in the Village.
- Build the Carusso project and connect us to it.
- It's already great. But by all means build more commercial vs residential. We need more businesses and less people living here.
- Continue to draw and recruit good paying jobs and corporations to the city.
- I think Carlsbad does a great job with this.
- I agree but I do not feel we need to increase the effort to do this. We already do a very well job at having a diverse economy and promoting a strong tourism business.
- Continue to try to attract biotech to the palomar road area. Create a small business incubator. Encourage more sidewalk dining.
- We are crowded enough
- Attract more high end retail establishments.
- For government, it is about the economy and basic services such as education, police/fire, enabling others to achieve...
- More affordable food options. Remember Novak's burgers across from tamarack beach? Something by beach you can walk too & bring to beach. I know we need tourists however locals are important too.
- More verity in restaurants in the village, we have way to make Mexican and pizza places
- Finish the mall
- No more chain restaurants and stores...also we really, really need better night life in the village. A dance club of two (good ones, not coyote) would make a huge difference.
- Too many tourists and too many short term rental properties already. We already have a huge traffic problem.
- higher quality establishments. Embrace historic ancestry of the city. No more "strip malls"
- Create an ombudsman program, and a BEAR program similar to the City of San Diego. Foster greater interest from the craft beer industry which facilitates tourism.
- Provide tax incentives to new businesses that can provide Carlsbad with unique attractions.
- We have enough restaurants. Quit putting the seating out in the street. It is dangerous.

What should the city do, either right now or in the future, to help achieve the value of "Neighborhood revitalization, community design and livability?"

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Bring more artistic shops, events into the downtown core.
- Implement it's downtown plan to promote business and economic development in the Village, continue to seek community input on neighborhood revitalization, develop master plans to guide in the preservation of its barrio preservation and restoration
- Link trails. Retain current open spaces
- Don't make neighborhood revitalization mean gross over-production of new housing.
- Provide loans to residents to improve their properties
- Carlsbad village is already a pleasant place for the residents. We don't need to draw more tourists to Carlsbad. Keep the "small town community" of Carlsbad for the residents without being so intent on making Carlsbad a large tourist center. More tourists, more visitors from outside Carlsbad, will increase traffic, pollution, noise, congestion, and will drain City resources at the expense of the taxpaying residents of the City.
- Bike lanes too wide, traffic lanes too narrow on the Blvd. Leave the Barrio alone. Making us into Orange County. We need diversity of people and housing. Coast is too crowded now. No more activities along coast.
- Keep the Village quaint
- I think a lot has been done in this area already, and the Barrio is doing fine. However, with the potential site of the power plant becoming available, I would hope that the majority of that land would be put to use as publicly available - like increasing the Cannon Park size and possibly adding more pickleball courts (more, since I hope there will already be some in the city by the time that property is available for revitalization.) Although I do think some housing should be included so as to capitalize on the tax base.
- Keep the quaintness of the town
- Housing in Carlsbad is becoming too expensive, and young families and seniors won't be able to live here - neighborhoods must have a mix of housing choices for all income levels.
- add outdoor pickleball courts
- more local stores in walking distance from homes.
- add more live music without the restrictions of a cabaret license...promote the theatre district as a draw and add more entertainment State Street to the North
- Arrange activities that are more arts oriented and that do not revolve around food and spending
- We need dedicated pickleball courts. We are lacking behind other city's! Thank you
- Please consider making State St. a pedestrian only street--no cars or parking between CsbDvDr and Grand. Get rid of that tin shack of a waffle stand, and make an attractive public parking area.
- Develop "dedicated outdoor pickleball venue."
- increase public transportation; dedicated pickle ball courts at parks
- Underground utilities, more streetlights!
- Build a bike park

Verbatim Responses: Neighborhood revitalization, community design and livability?

- All of the above. Find ways to make housing in the village more affordable without sacrificing overall livability, e.g. do not authorize any more housing developments with insufficient parking.
- develop dedicated pickleball facility
- My concern would be that we would completely price those families out of their neighborhood if we did revitalize
- Put power and phone lines underground in old Carlsbad. More native planting in community parks and open spaces. The native plantings along the beach from Tamarack to Pine was a great start.
- Would make a great facility for an art festival
- Carlsbad Blvd crosswalks need lights desperately
- Further develop Carlsbad downtown. Provide more free parking near beaches.
- Put bridge from Chestnut over the tracks to the beach. Whatever that ugly poll building is on Roosevelt either buy it and put something useful there or force whatever it is to be done. People just camp out inside with tents and aren't hardly making any progress.
- Make the Barrio feel safer, especially at night. I would walk around Encinitas, Del Mar, Solana Beach more comfortably at night than I would the Barrio. I'm not sure if it's because the zoning is weird (strange commercial store next to what looks like residential houses) or if it's a general sense of gang problems. We need to drive the gangs OUT of Carlsbad with higher housing costs or other disincentives.
- the shops in this area are doing just fine. offering more weekend events will revitalize Cbad village -- no more city money needs to be spent to make it LOOK more attractive. bring in more activities and venues to use what is there.
- Stop using the term "barrio." Not charming nor historical. It is being used in a way that is supposed to promote pride...wrong. It's a very derogatory word, no matter what some may claim, it simply means ghetto. No way around it.
- Increase public transit opportunities, decrease section 8 housing, add more lighting to dark streets and increase visibility of pedestrians and cyclists
- It is not as crowded as some coastal cities. Let's keep it that way.
- Strongly promote the various areas and enhancement of the city to ALL neighborhoods and areas of town.
- again, at what cost? who drives that plan? the profit seeking developers who get paid handsomely via citizen subsidies. When often time deadlines are missed and budgets soar?
- Keep the downtown unique...We don't need any more high end stores..the outlets are perfect and the mall remodeling will hopefully be great..
- Redevelop the downtown more like a European city...
- no more needed at the coastline. we were nominated in the top beaches of the COUNTRY, let's keep it that way. The Barrio neighborhood definitely could use a facelift - but landlords need to do their part and not expect taxpayers to cover it.
- Host community projects, special community gatherings,
- More support and sponsorship of local festivals based on local culture, cuisine, industry etc.
- Upgrade the safety of the train station, add shuttles/trains similar to Oceanside for east-west and North-South access.

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Control growth
- Please beautify Alga Road landscape and encourage homeowners to clear and plant banks to look attractive.
- Please see comments for previous tooic.
- Push for extended hours on public transportation to bring people into the area from other cities for the night life during the weekends, holidays, and summer months. Rejuvenating the barrio will be great, but don't undermine its position and the culture it brings to the area. At the same time, we do not want to over densify the area, as we want to continue to have that small, beach town vibe.
- This is lower priority for the city from my perspective.
- We need better public transportation serving more locations.
- continue to beautify the downtown region and add more specialty shops and boutiques
- I do agree with this, but think our top priority has to be supporting our schools. Many of our schools need some rehabilitation and enhancements to the structures, as well as to the programming. Our schools are the key way to attract families, particularly middle to upper middle class families.
- Provide a fun way to be transported through the city for example pedi cabs or open air shuttles. Santa Barbara has a trolley system that you might want to look into
- Downtown is great the way it is. I do believe we need more meet up places for youth. The new ice skating rink is a good start
- Community activities for families should continue to be a focus for the city. I was strongly disappointed in previous years when activities such as 'Trick or Treat on Elm' in downtown Carlsbad was discontinued.
- Respect the beautiful Land by not littering and teaching kids how to garden and appreciate this magical place we live
- I love the Village and just wish I was closer. But I also love the trails and open space of La Costa. I wish there was more of a Village feel in the La Costa area. This area is dead at night. Bressi Ranch is a step in the right direction but still nothing like the Village. Maybe some type of history museum in the Village would be great. Not sure.
- Open spaces, neighborhood parks. Too many new housing development
- Stop building track homes that take away the charm. Old Carlsbad is beautiful because there the homes do not all look alike, lot sizes are larger so houses don't all sit on top of each other, and these small track home pockets are ruining the look and charm that makes people want to live here.
- Improve access to public transportation as much as possible.
- Please do not destroy any more of the oldest buildings!
- Walk each neighborhood and talk to the business owners and residents and interact with the community
- Bring in some more we'll know name brand shopping to have a combination of the boutique stores. People like familiar and in turn will make them shop at the boutiques.
- When you cram a lot of apartments into small spaces, you attract residents who don't stay long. When they don't stay long, they don't meet their neighbors and no community forms. For some reason, planners seem to think that density creates

Verbatim Responses: Neighborhood revitalization, community design and livability?

communities, but it is just the opposite. Small places cause people to relocate more quickly.

- Modernize the downtown area with restaurants, art museums and cultural activities, and offer better access to beaches through walkways. Modernize housing in the area with modest and middle priced housing.
- Create an atmosphere like downtown Encinitas, or Del Mar. They've got it right! More action on the coastline. Bars, restaurants, etc. Youth friendly. More places like "The Compass."
- Remove dilapidated housing
- Shut down some streets in the village for walkability.
- Pier, boardwalk and higher end shops
- Love the idea of coastline activities for families. Not so sure we need public transportation enhancements.
- I think this isn't a big issue.
- Clean up and beautify exits off the 5. They are terrible. Make the village a vibrant destination. More housing in the village. More gathering areas in the village for community activities
- The Village should be more than just a compilation of antique and jewelry stores. Make State street car-free and have bike paths linking the Village to all other areas of Carlsbad.
- It's already amazing. The thing is, bringing in more business might help the local economy somewhat, but it can create a disaster for those of us that live downtown and love the fact that we don't have to circle the block just to look for parking.
- Limit growth! Perhaps a local "trolley" / "open-air bus" cruising in the village during peak tourist season. Encourage owners to renew single family homes or new owners who will continue to live there as their home vs. converting to multi-unit structures crammed into all available open space.
- This is so important!! We need to make Carlsbad stay relevant...this goes back to the "hip" factor.
- the village revitalization has been expensive and useless. I don't think the Carlsbad sign adds much.
- Totally the right way to go! Widen the sidewalks, bring back the benches, fund the museum or whatever it is near Lola's, invite speakers and local celebrities/old folks to tell their stories, etc. Encourage construction of mixed-use/in-fill buildings with pubs and shops underground and at street level, with apartments and condos above. Model them on the building at the SW-corner of State & Grand. It will be wonderful! I think we have 4-architectural styles, besides the Eisenhower-era look of some of the less-inspired structures. We've got adobe/Mission-style, Old Czech/Euro-style, beachy/island, and Victorian. Maybe we should stick with those 4, if we want to link to Carlsbad's past.
- Permit commercial use to vendors on the beachfront by narrowing the 101 along the beach and inserting small commercial space along the sidewalk.
- No need to change anything.
- Worry about rejuvenate the historic Barrio, I see many homes have been purchased and renovated to not fit in the theme of Barrio or small town feel. Not sure how the City can help with that.

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- Improve parking / traffic management. No use promoting downtown further if people can't get in/out or park.
- More sports fields for kids. Carlsbad has incredible parks but not many fields. We mostly use schools right now and because of this families do t have one central place they can go for the day. We have to bounce from field to field throughout the day for different children.
- I fear that the city of Oceanside is pushing out its crime and it is moving towards the north side of Carlsbad village. Rejuvenating the barrio will help the community and keep the downtown area safe for all
- Permanenr farmers market
- What is wrong with the Barrio neighborhood? Do not price people out of their cultural neighborhood. You are creating new words for Neighborhood Gentrification. There is no problem in the downtown Village or the Barrio. "Revitalization" will force the people who live there now to move.
- More bike trails, paths and bike lanes. Widen (especially between Tamarack and Carlsbad village) and increase the length of Carlsbad beaches walking paths.
- Perpetuating the term barrio may not evoke a sense of charm in locals and visitors alike. I grew up in various cities in SoCal and barrio was not a place where you went. Frankly and without any prejudice, there is nothing special about the area the city still wants to call a barrio. Treat and address it like any other neighborhood. People insist on calling it La Costa. It's Carlsbad, drop the bar too reference. The area is not special, it's just old, probably full of code violations.
- I'm from a slum. Public transportation will not make a slum more attractive. Section 8 housing was not a welcome addition to my neighborhood - no matter how "good hearted" the motivation behind it was.
- More street lights in the Barrio neighborhood
- Within the Barrio, although there are a couple of great stores and restaurant to buy really good Mexican ingredients, could we do more to promote the heritage of that area? A concert venue, either within the park or elsewhere in the neighborhood. Some sort of annual festival (not part of the street fair?)
- Preserve the character of older neighborhoods. Avoid homogenization with new construction.
- Smart growth; green infrastructure
- More Bridges or crossing across the railroad tracks.
- The downtown part of Carlsbad is beautiful.
- Continue to focus on this
- clean up and enhance the neighborhoods
- Our downtown needs to look at Santa Barbara and take notes. The Barrio restaurants' outdoor seating (on Grand Ave) is a nice idea but EXTREMELY poorly executed. It looks tacky and (more importantly) dangerous. Santa Barbara has FREE parking structures and beautiful shopping and eating establishments - many of which include patio doing that is not pushed into traffic lanes. PLEASE make sure any future ideas are vetted better than this one. I wanted to like it however it offends my senses every time I drive by.
- The downtown village is the number one priority in my opinion. It is severely lacking as unique and memorable center for visitors. The restaurants and shopping are sub

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par. In my opinion, a better mix of small, local business and larger, more established business would make the village better. For example, a whole foods would be a great example of a more established business that I feel would add a lot of value to downtown. See downtown Encinitas, and downtown Santa Barbara as good examples.

- While revitalizing sounds good. It also sounds like you want to homogenize everything. If money is allocated toward this, I think it should include a group from each community to ensure the integrity of the area
- Certain areas of Carlsbad are desperate need of renovation, including the Barrio section. As soon as use exit Carlsbad Blvd off the 5 we need to clean up the property on the North side, create parking put up another Carlsbad sign that would be seen from the freeway.
- I agree that the village is a hub, however, do not let revitalization mean destruction. Ensure that the development remains affordable to those residents currently living there. There are already a great number of luxury condos and town homes, part of the charm of the village is it's quaint housing.
- We could use a permanent farmers market open every day. People are moving in the direction of supporting local farmers and eating fresh. If we had a market all the local communities could count on they would support it instead of the supermarkets.
- Continue the investment.
- Larger farmers market. It ends too early and geared towards seniors. Oceanside fm attracts all ages
- I do not want modern high density housing. Keep downtown nice, quaint and upscale.
- Don't agree that revitalizing downtown in going to be the best investment in the city. The last thing we need is more bars.
- This question should be broken up into multiple questions.
- This is the original Carlsbad, although some neighborhoods are blighted.
- I'm all for revitalization of neighborhoods. The last thing our city needs is "more activities along the coastline". It's the Pacific Ocean... If you can't figure out any activities on your own, you're probably better off sticking to Legoland...
- I feel that this has been done well over the recent years with redesign of some of the village as well as the new sign. Good stuff!
- This is what I was thinking of during the question about transportation fixes. It's more of a planning, design and livability issue than a straight-up transportation issue. Revitalization of both the Village and the Barrio are great ideas. However, I might add that improving the connection between the two areas, and the beaches, are equally as important.
- You can't fix neighborhoods, let the homeowners do that.
- downtown yes - barrio-no
- Promote private partnerships to help revitalize downtown instead of footing the entire bill
- Create an arcade area to encourage master craftspeople to create and employ workers while teaching a skill or trade. See Hot Shops in Omaha, Nebraska and design districts spaces to promote innovation and collaboration. Create areas with plantings and gathering areas for people to interact away from traffic. DO NOT allow large diesel trucks to park by Holiday Park. Block off some streets from cars and create

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"park blocks" like in Portland. Encourage preserving historical aspects of buildings while encouraging design with various faces and materials. Make common spaces and have interesting Mediterranean landscapes and attractive focal points.

- Stop calling the area west of 5 , south of Village, north of Tamarack and east of the train tracks "the barrio".
- Would rather see revitalization of what we already have than new construction on land that should be kept for open space and natural habitats.
- More parks in North carlsbad, fix up current parks. Hold more events in these parks such as small concerts a beer festival.
- Extend Carlsbad Airport Runway
- Build ways to get accross the railway and PCH to the beach from the reat of CARLSBAD.
- stricter renter requirements.
- Fix existing communities, new cookie cutter home owner fee communities are not needed, the fewer the homes the higher the value is for existing properties which will drive a higher desire to live here!
- Creating downtown carlsbad as a focal point is a great idea.
- Carlsbad's vision for "neighborhoods" must extend beyond The Village. What is being done in Robertson Ranch to make it a self-sustaining neighborhood, not just more homes? This is a significant quality of life issue for Carlsbad going forward.
- Streetscape redesign connecting residential neighborhoods to commercial centers for safe and appealing pedestrian and bicycle mobility. For example, I live half a mile from the Albertsons/Broken Yolk center at El Camino Real and La Costa Ave, but the walk is not appealing with narrow unprotected sidewalks and cars speeding by. Then you have to walk clear to the corner to reach the pedestrian entrance to the center. There is no pedestrian entrance to the taco shop/pizza place. I'd also like to see the sidewalk continued from below Marbella to El Camino Real.
- Look at revitalizing older parts of Carlsbad like tamarack area and las Flores .
- I think there is way too little attention spent on ALL old areas of Carlsbad. It all looks run down now that it is next to the new areas. Much improved landscaping through all of Olde Carlsbad is needed to give that part of town a face lift.
- Good to always find places to improve.
- Chestnut train track pedestrian over/underpass
- Revitalizing downtown is important.
- Embrace the spanish roots of the community a bit more so that our youth is educated on the strong history thats present in the community
- It appears we are always doing something to the downtown area, but the traffic and parking is getting bad. I don't know what the barrio neighborhood is, but maybe the landlords and home owners should be held accountable for taking care of their property.
- Suggestions provided in previous questions apply here.
- Be careful here.
- Lighting, safety, architecture. Clean. NO big business stores!
- More community events

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- Livability is a great concern. You need to make our community and streets cleaner and safer. Control traffic (we have many very busy streets going through neighborhoods). That's not acceptable.
- Let the property owners maintain their property. Don't hinder business. Enhance public transportation connectivity.
- What makes Carlsbad unique is the city itself. The image Carlsbad portrays already is what tourists come to see. Local and private owned businesses are the heart and soul of the town and in my opinion should be left alone. We offer the small town vibe yet we have over 100,000 residents. I would say however the livability can be worked on to bring down the cost of living in the city to bring in more young professionals.
- Figure out a way to keep the shopping carts from leaving the stores & ending up strewn about. Sort out the problem with over crowded living areas in Barrio. Programs to help neighbors fix up properties. Encourage home ownership, instead of landlords who don't live in Carlsbad (like mine). Invest as much in Cole library as Dove, as much in Barrio parks. Block freeway noise.
- Stop building so many new communities! And expand the roads for better traffic access
- The Barrio area is a dump. You could force homeowners to clean that up and refuse rock as landscape in front yards. Advertise your fake grass initiative better too.
- Redevelopment of dilapidated structures located in the village.
- Allow small businesses to come in at a better rate so that these dinosaur stores aren't the only ones on the block
- promote what the city is doing to revitalize the village and barrio neighborhood.
- Can't agree with rejuvenating the historic Barrio neighborhood
- Now
- Improve the downtown feel to increase "strolling" around foot traffic.
- Sounds great. But need more policing of the areas. I live near the water and people blow thru stop signs and use Carlsbad Blvd as a freeway. More police presence. Some summers I cannot even drive to my house when I get home from work. .. bikers, skateboarders and pedestrians are often slowly transitioning IN the roadway. I'm ready to move from our beautiful city.
- Would love to see more neighborhoods develop and fun places to go outside of carlsbad village. The shopping center on tamarack and the 5 is so outdated - would be a good place to re-do. And it doesn't even have to be neighborhoods, just introducing more to places outside of the village would help traffic (coffee shops, wine bars, smaller restaurants, less chains).
- Stop allowing more housing communities and focus on cleaning up some of the aged area.
- I encourage the building of sidewalks in the Carlsbad neighborhoods that don't have them.
- Keep investing in downtown Carlsbad and stop the police practice of sitting in parking lots of restaurants and bars looking for DUIs. This keeps people from wanting to go downtown and eat.
- Keep ocean walk beautiful. Attract more restaurants for nightlife downtown.
- Incentivize new construction and business to fill in those areas. Either create 5 year Tax free zones or other real incentives that encourage it.

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- Bring more interesting shops and restaurants to the village.
- Increase the availability of public transportation. Why not try offering free service shuttle buses on certain routes. That would decrease congested roads, have tourists using dhuttles for hotel to beach, to Legoland, the outlet mall etc.
- All these new homes allowed to be built in Olde Carlsbad is shameful!
- People buy in a neighborhood because they like it. Keep the feel: rural, business. People buy in a certain place because they like the feel. I believe businesses must feel the same. QUIT trying to change everything.
- attract better restaurants to Carlsbad and make it a foodie destination please :)
- I think this is already being done and has been done quite adequately.
- A frequent shuttle service from all areas of Carlsbad to/from the Village. I would frequent the Village more often versus driving to Encinitas for shopping.
- underground power lines
- stop building commercial property in the Barrio neighborhood that detract from the neighborhood. Who wants to live near commercial buildings?
- Have more separate walkways and bikeways to link to rail and bus transportation. Design public spaces downtown and south to the Barrio neighborhood to sit or attend arts performances. Have "art walks" to galleries or public squares to view and hear performances.
- Provide Carlsbad-owned, low-cost/free public transportation to/from EVERY neighborhood to the beaches and lagoons, trails and parks.
- Make the village more vibrant! More unique stores, more restaurants. Compared to Encinitas, we don't have enough!
- synchronize street lights to enable better traffic flow
- Agree with promoting activities along the coastline without disturbing the environment, as mentioned earlier and supporting the rejuvenation of the Barrio. Continue revitalizing downtown - love the changes.
- Try to attract upscale small boutiques, not the junky tourist businesses that tend to be located in downtown Carlsbad. I don't know why it is so hard for businesses to thrive there -- I don't know the tax situation, etc...Don't know enough about how to revitalize older city centers -- pretty complex.
- It is ironic that downtown is a focal point, but parking and access are not convenient to residents. Airport buildup and commercial offices in the airport corridor are very unsightly and add to congestion, effectively cutting off South Carlsbad. Maybe build up LaCosta as a second focal point for us.
- Obtain urban renewal funding/ grants to revitalize historical buildings
- Or, if not, any neighborhood can become Queens, New York.
- Keep Lakeshore Garadens affordable.
- Carlsbad is on the right track now and does not need to become like Oceanside, vista or other San Diego communities that have an imbalance of poor neighborhoods.
- Disagree with more activities along the coastline as the city already has several marathon runs during the year which clog up citizen's access to the roads and beaches in Carlsbad. How much more of our valuable weekend time do we have to lose because the city wants to have more coastline activities? It would be nice if the citizens are able to enjoy their community during the weekends.
- Nothing I can think of

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- Everything has been over- developed in Carlsbad, Don't Know
- Stop calling it the barrio. That has a global negative connotation and should be dropped if you are trying to create a pretentious community and perpetuate the lie of being a small town beach community which is just silly crap. Who comes up with this stupidity? Are taxpayer dollars being wasted on these word games and pretenses? I sure as hell hope not! That would be a real shame when seniors could be assisted and children could be educated. Is there anyone on staff with some common sense? Stop trying to create a residential Disneyland. Even Disney tried that in FL and failed miserably.
- Not sure what this means. I hope that revitalizing and enhancing neighborhoods and community design doesn't mean more density. Activities along the beach and making the downtown village a focal point are good ideas.
- Add a city-wide shuttle service for residents and visitors to use. Keep the adding interesting businesses that would appeal to all--shopping and dining and arts. Designate an area for cultural experiences, and have more fun events like an annual dog parade, etc. Continue to encourage developers to create "villages" like Bressi Ranch.
- If you haven't got the message by now, there's no hope for you
- neighborhood revitalization should protect the current residents from change they don't want or need
- I am worried about Mayor Halls plans to alter the coastline too much. I feel that the city is trying to hard to upscale Carlsbad to a La Jolla/Newport type image. No piers, no more giant coastal hotels, let's keep are beauty subtle, don't over do the touristy attractions. We don't want it to be all for tourists the residents need to still be able to enjoy what we have here, even in the summer. I have nothing against tourists, I know how important they are to our community. But let's not get carried away.
- I'm not so interested in providing for the visitors & tourists. I don't want to have to always drive to the big shopping centers for groceries, stationary, sundries, hardware, etc. I want more variety & the little shops we used to have in the village.
- That's a lot to digest all at once.
- Pursue public, private and community partnerships.
- Remember to invite public input on where and how to best to do this.
- Be user friendly to those wanting to make improvements.
- A closer relationship between the city and the Village. Village community events and other tier I events should be promoted through the city social media and public relations department. It is a win win for the city
- traffic is a concern.
- Burying power lines will immediately beautify the city. It will increase property values. It will provide a much more modern - up to date look to the city for us citizens and visitors.
- What does "revitalize neighborhoods" mean to you? It does not mean revitalize the downtown Village. It means the neighborhoods! South Carlsbad neighborhoods have been vitalize with the addition of parks, giving a sense of community. North Carlsbad has been deprived because of c of land due to "build out". If we can't have major parks then "grandfather" us into the era of neighborhood pocket parks. That is how

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you revitalize a neighborhood not by building more houses and ignoring the basic needs of the residents!

- Create pedestrian only areas in the downtown village similar to other CA cities.
- more benches; parklets
- Keep parks and open space as is.
- Important but not as much as community involvement or water conservation. Related though.
- Was this written by the Mayor's on Council's a real estate developer friends ? What happened to 40% open space ?
- We want keep the priority on the residents and guests, not on attracting neighboring towns.
- Put the powerlines in old Carlsbad underground. Also a graffiti competition along the beach bluff would be off the hook, y'all
- We want our quieter beaches back. Gone are the days when we used to have a long quite beach-walk. They are now always crowded, hard to find parking, and charcoal smell ruins everything.
- Commit to new Civic center at 1200 Carlsbad Village Drive and plan on selling Faraday building when employees are moved into new building within 10 years. Adopt Dover Kohl recommendations for village redevelopment. Hire a ombusman to improve communications with the public.
- The highest priced property is most of the time near the coastal area's. In Carlsbad Village near Pine park in a slum area. There are some very nice homes but the multi family apartments out weigh the nice homes. Unsafe area..
- There are some very unsightly properties very close to the the downtown Village. There should be incentives for residents to improve or programs to change this in the long term.
- Lots of talk but no action on this one.. Take action and make it happen
- Organize the events in the village, especially music, so locals and guests can easily find out what's happening.
- As long as revitalization doesn't scrub historic character and community design is in keeping with some historic character and connectivity
- not sure here...
- Not sure what is meant by rejuvenate the barrio
- infill residential density in the downtown area,
- Build beach access bridge or tunnel across rail tracks at Chestnut. Sooner rather than later.
- Improve or increase parking space availability to make it easier for in town neighbors and guest visitors to park and partake of the great activities and sites in Carlsbad
- No comments
- this is the business of private capital
- Easily accessible systematic shuttle transportation from Calavera Hills to Cole Library and other points in the Village and Historic areas.
- Everything that was stated above in 11
- Stop cutting down trees without replacing them with comp trees.

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Downtown is not the only neighborhood in the city. Other areas should be developed as focal points. The city spends too much time on the "Barrio" considering it is such a small part of the city and adds little to our vitality.
- Stop the development of the strawberry fields. A huge shopping center there will kill off small businesses in the Village. Promote more redevelopment in the Village itself
- Current Cit programs appear to be working well.
- I like the downtown and neighborhoods the way they are
- Give some love to older small buildings and homes and their surrounds to maintain original character of barrio and to not overcrowd/gentrify/build large, generic consultant-designed structures and drive out families who have lived there for generations.
- Topic is very far reaching and vague at the same time. Support public transportation links. Revitalization is not a government service.
- No more segregation or separation between Barrio and Village, One name Village. Code enforcement, enforce it, maybe the City needs more code enforcement people or a fresh set of eyes, as we have several slum lords who don't live in the area so they neglect there properties, they feel it's the Barrio, so they don't have to maintain their property, we have a house where someone lives and the roof leaks so the property owners were sent a letter and they fixed the problem by putting a plastic tarp on it, is this the cities idea of fixing the problem, it just brings down the community. I feel we need better follow up when letters are sent out. The metal building on Roosevelt has been in the making for over fifteen years this is bringing down the neighborhood, something needs to be done about this building we've been patient long enough. This area is within walking distance to downtown and the beach. Please help us clean up this area so it's apart of the city to be proud of.
- Carlsbad should include more "mixed-use" developments. Carlsbad is an ideal location for young couples (e.g. recently engaged or married) who would like to settle down but can't afford the price of a townhouse or home. More mixed-use developments in the Carlsbad Village will bring in new small businesses as well as new, young couples or families that want to be involved in the downtown area and can afford to live near it.
- Require more permits for downtown housing, i.e. condos, so people can live and walk around downtown.
- Reviatlization is the responsibility of the mayors office. Development is what will keep the city fresh and keep is as a destination point. It will drive commerce and tourism. Investors will make the area thrive
- Remodel buildings in the village, put in restaurants like the Cheese Cake Factory and Lucieles. Add shops like Sonoma and Fresh Produce.
- Economics and environmental concerns should be of utmost consideration.
- More frequent bus routes, safer bike lanes.
- In regards to the Old historic part of the village . How about a stronger Code Enforcement on cleaning up slum lord properties that bring down the appearance of our neighborhood . We also need much better lighting now ! Plus four way stop signs at major intersections and or flashing speed limit signs to slow down traffic on Tyler , Roosevelt , and Madison . This really is an easy fix that Im sure the total neighborhood can get behind and see great improvement Thanks Gil
- Improve what we have, don't just build more new buildings!

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- Increase rents in the barrio to keep unfavorable residents out. I want our community to reflect the values of the residents of Palos Verdes, Ca. Let's work hard to increase home prices by keeping crime and undesirable neighborhoods out of Carlsbad.
- I only hope we do not "overdo" the revitalization of the village. The barrio? What needs rejuvenation? It is clean, neat and safe? "Barrio's" in almost any other California city should aim to be like ours.
- There used to be a shuttle stop to the Coaster at the top of my street (Highland & Chestnut). Bring those back. New regulations on blight like chain-link fences in the front yard would help the barrio, but it's been getting better. There are also unfinished properties in the barrio that have been eyesores for years.
- The city should focus on livability by focusing on nice walking paths and bike paths everywhere. Go nuts with it and make Carlsbad a model for other cities.
- budget for these achievement goals
- Reconsider your traffic flow. Unnecessary stop signs need to be removed.
- Not sure how to do this. Would want to know more about it.
- dependable world-class public transportation with frequent stops to every part of Carlsbad
- Rejuvenate does not mean changing the feel and value it for what it is. Rejuvenate could just mean polishing up what is.
- Encourage homeowners that have ugly, unkempt yards, etc., to clean them up. They are drags on the neighborhood.
- Limit the ability for original homes and the historic bBarrio neighborhood and beach communities to create "McMansions". Provide incentives for those in the 92008 zip code to maintain the "old style" Carlsbad.
- Put more money and development into the Village and the Barrio. All the money keeps going to La Costa REBUILD COLE LIBRARY!!! it is long overdue
- Pride of ownership. You can still be a "renter" and take pride in your neighborhood. Focus on the history of the "barrio".
- increase law enforcement presence in the barrio and help to maintain a cleaner, less dangerous area for families in Carlsbad.
- Better public transportation/shuttle system (convenient stops along beach corridor and to/from downtown) to make it also accessible for seniors.
- Downtown is being developed by the owners of the buildings. The planning dept needs to help how they can. I would rather see revitalization through allowing "tiny" houses and other unusual land use options. The city needs to get out of the way and make it easier for people to do what they want with their property.
- Work with PG&E to underground utility lines, especially in the Village area. Require appropriate landscaping and berm areas in future development.
- We have variety, but no central gathering place. Stop car traffic on State Street from Carlsbad Village Drive to Grant.
- Don't convert downtown for visitors, keep it local for residents. Fewer activities along the beach is better--there are parking problems already, without adding things to attract visitors. People love Carlsbad because it's simple (not fancy), open and has easy beach access--keep it that way, density will ruin it.
- Provide more bike lanes, and if possible separated from other traffic. Promote more casual biking events....i.e not road racing type bikes, but family type biking.

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- Follow Dover Kohls recommendations.
- Our family has been in Carlsbad for four generations. With all of these "revitalization" of neighborhoods comes an increase cost of living, housing, etc, not to mention crowds! Residents who have been in the area for a long time have to move to neighboring cities because things become too expensive. It's turning into Orange County! Please stop building in Carlsbad
- Again, sounds like just a money drain with very little upside.
- Public transportation would be nice
- get a real microbrewery in downtown, get rid of all the antique shops, move most of the automotive services out of the downtown area, FINISH THE DESAL WORK
- Plenty crowded along the coastline already
- Repaint faded bike lanes between Tamarack and Cannon along Carlsbad Blvd. for public safety.
- Neighborhood concerts and events.
- Coordinating thru Nextdoor Forum and local HOAs, establish area community organizations that cover multiple nearby neighborhoods, e.g., Southeast Carlsbad including Aviara, Rancho Carrillo, Bresci Ranch, et. al.
- have a serious major plan to improve the world-class image and brand for the Village a la Carmel-by-the-Sea
- Revitalize the downtown Village... Outside cafe, bike trails and family activities. Less traffic
- Your plan calls for more & more people coming to what was once a quaint & cute downtown. we already have the bus and coaster along with the sprinter bringing people to the coast. The PCH is closed too much now due to all the races.its time to build more things inland. Traffic on Palomar airport rd backs up onto the freeway daily. Do something with this area and leave the beach & old town alone.
- Put utilities underground!
- Make sure it is all sustainable.
- Stop pouring money in to the Barrio and let people who live there take care of themselves.
- Provide a trolley or shuttle from Village to local residents within 5 mile scope.
- How would you do this?!?!?
- Having lived in Santa Clarita north of LA, I have seen how investing in a Barrio really pays off in preventing gangs and areas which could become are high crime areas. It is unrealistic to think people are going to take up cycling for shopping etc. the only cyclists you see are cycling for their enjoyment and not going to work. You would need a bus network that is very frequent and all over Carlsbad before people would leave their cars. Improved public parking at the beach would be very useful as well as Public Conveniences.
- Seems we are moving in that direction
- Carlsbad is a long way away from being able to need or support public transportation. I like the current downtown area very much, I don't understand how rejuvenating the Barrio neighborhood would improve on what we currently have or how it would bring paying visitors to the city.
- high-speed rail and underground transportation

Verbatim Responses: Neighborhood revitalization, community design and livability?

- this statement emphasizes only on the Barrio not on neighborhoodS. Expand quality of life to other areas. The train noise effects more than the Barrio. Its been 10 years since the city announced the "quiet zone". Its still as loud as ever.
- Looking forward to new downtown.
- Fix the traffic. i know that El Camino Real is being expanded by one lane near tamarack. But, the traffic signals muck up all of the traffic. The side streets seem to have the right of way while the main arteries wait. Cannon is a good example of this. A whole pack of cars (10-20) will be stopped for one car that has just pulled up and is turning right anyway. Fixing the traffic signals would be great improvement in the livability.
- Revitalize historic homes vs tearing them down to make condos.
- this is my number one priority for the city. Make it easier to cross the railroad by lowering the tracks and eliminating the train whistles
- Stay focused on the core values. As the climate changes so must we. Also, we need to promote more activities for our future generations.
- The village area has been extremely fortunate to get a lot of attention.... I've spent hundreds of thousands of dollars fixing up my own house in the Barrio, but see no attention at all to help this area out... I think the time has come for the city to follow through... Lighting, traffic calming with corner bump outs (not turning circles), wider sidewalks, finish Pine park and a crossing at Chestnut... all the usual suspects the city has heard over and over and over again.. nothing new... please, something would be great....
- Leave everything the way it is and enforce the housing code of a limit of 2 persons per bedroom.
- Have direct public transportation at rush hour from/to key neighborhoods to/from train station. Include bike paths (not on main roads) to stations and Village/Poinsettia for bikers (and maybe walkers/runner use as well). This benefits less traffic on roadways and has neighbors meet each other/strengthen community. Develop architecture design for village upgrades and future commercial/retail buildings - create a charm similar to Carmel, CA...I see a little of that going on already (just an example of design). Just expand that. Or, play up a theme that Carlsbad is already known for - incorporate this "theme" throughout the architecture and feel of the city. We have lots going on so it could change from neighborhood to neighborhood. I am on board to revitalize downtown and coastal Carlsbad (to include Barrio).
- See previous answer. We have so much to offer but it's not quite ready for prime time yet.
- Restructure police force goals and methods to alleviate fear and bullying by aggressive and intimidating officers.
- We need more pools to increase water safety and create strong programs for our schools, seniors and special needs community.
- all new development should be considered with its' contribution to overall community ambiance in mind. Blighted areas (such as Ave. Encinas between Palomar Airport Rd. and Poinsettia) should be addressed.
- Supply programs that encourage commercial owners to improve storefronts and upgrade older buildings, give incentives for local hotels to remodel.The city needs to

Verbatim Responses: Neighborhood revitalization, community design and livability?

repair streets, sidewalks, signs, stairs to beach accesses. Provide more revitalizing to nature trails, and coast highway landscaping.

- Add sidewalks! Please...
- do not always seek to maximize density, especially along the coast.
- There's nothing wrong with a beat down part of town but there's no reason it can't be spruced up. There are two Carlsbads and they should meet in the middle, not on the "built-post-1999" end.
- Provide more sidewalks and safe areas for biking. More stop signs on main streets that run through neighborhoods connecting to other neighborhoods. Provide better beach access connection from chestnut to avoid the congestion at tamarack or arlsbad village drive. Provide small shuttles or trams around town. Better areas for parking near congested areas.
- Downtown Village is improving for visitors and for the people of Carlsbad. Just don't get it so it is too overcrowded where people can't enjoy themselves. I tourists enjoy themselves now what with all the restaurants, shops, beach, lagoons, etc.
- shut down State Street to traffic and make downtown more walking friendly
- The downtown & waterfront area seems to have been neglected by the City for many years. The entrance on CBD is very tacky . There are many obsolete (& empty buildings) in the core area. Need something like a Trader Joes or Sprouts downtown . There are 5 or 6 hairdressers within a very small area, The part of State Street where Vigalucci's is located has a constant turn over of struggling business.

The waterfront area between downtown & Tamerack is very low on charm. There are zero trees for about half a mile on the west side . Just sayin"

- More facilities along the coastline, importantly MORE BATHROOM FACILITIES!!
- It is difficult to access Village because of traffic and parking issues. No further development.
- Don't undermine the culture of the barrio by gentrification.
- Build the building in the barrio
- More parking and shuttle/trolley type transportation.
- More restrooms needed on the beach to keep it clean.
- leave the Barrio alone do not need a bunch of NY consultants coming here to tell us how to rejuvenate the Barrio spending 100's of thousands of dollars on suggesting old time street lights and bike racks really??
- Put more lighting with hanging floral baskets in the Barrio to make the Barrio and Village areas more cohesive. Have open green spaces in all areas of the city. The green areas don't have to be elaborate parks, but do need lighting, benches, tables, and trash containers so residents can enjoy the outdoors. Do convert the Buena Vista Lagoon area into a designated park. The residents of the Village and surrounding areas have waited a long time for a designated park in their area. Designate some of the empty buildings that Carlsbad own as community centers for all citizens. Plan for a city wide trolley bus.... perhaps navy blue and beige colors to coordinate with the new beautiful Carlsbad sign. Have this bus take residents and tourists to different interesting spots in the city., i.e., libraries, Museum for Making Music, the Barrio, The Village, the beaches, Legoland.
- More accessible public transport to more easliy reach all the areas of Carlsbad!

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Keep properties in the hands of brown (Latino/Chicano) people. In other words, do not allow the area to continue gentrifying! Provide assistance with necessary renovations for low-income homeowners so that they do not have to sell their homes.
- The downtown village doesn't need anymore revitalization. Old Carlsbad neighborhoods need more parks. La Costa, barrio, and many established neighborhoods have no play spaces that are safe for kids and families.
- Use more waterwise design in the community landscaping.
- I realize that the very unsightly properties (boarded up homes & the el corral property) are privately owned but the issue of these EXTREME eyesores need to be addressed. They paint a VERY NEGATIVE PICTURE to both visitors & residents!!! I find these properties to be a source of embarrassment when I take my out of town guests for a walk in the village! Not to mention that the overgrowth & trash is a FIRE HAZZARD! If you need photos I would more than willing to send them.
- Keep the small town charm. Removing areas and building new monstrosities takes away from the small town feel. Example corner of State & Oak.
- How about supporting the Carlsbad Beach Fest activities? This community-based, environmentally-oriented and non-profit annual event is slowly dying from lack of interest and support from the city. This event is exactly what the "community vision" is supposed to nurture
- Only town on the beach that is truly walkable. How many nail salons can we fit in the village?
- provide more "experiences" during the day for residents and visitors - performances, art galleries, better retail shops, more gathering places, cohesive design of buildings, boutique hotels in downtown with specialty stores for upscale visitors
- Carlsbad will cease to be as attractive to visitors if the hills are continually mowed down to build flat surfaces for more housing development.
- take care of the people who are already here and who have lived here a long time. don't gentrify the village. leave the beach and coast alone!!!
- More focus on downtown other than just bars.
- Good ideas in the news.
- Nothing right now
- Increase coaster, bus and transit service throughout the city.
- The city has great infrastructure, but it is patchy so it does not live up to full opportunity. One way would be to strengthen the walking trails system. For instance, link up the walking paths in open spaces so that people could walk a long distance, e.g., link paths around the Agra Hedionda Lagoon so there is a complete walking path around the lagoon, link the paths in the new Toll Bros. Development to walking paths around Calaveras. A second way would be provide nicer, more comfortable walking and biking paths alongside busy roads, e.g., pedestrian bridges over El Camino Real near the new retail development at Robertson Ranch and by the Forum, walking paths with foliage between the trail and the busy road. A third way would be to strengthen the public transit with use of trolleys. These could run a circle from the train stations to the major business sections and the major retail sections.
- make Barrio safer
- Spend the money on the runway first

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Village neighborhood needs a walking/biking path over the railroad at Chestnut for better access to the beach...ASAP...Thank you. There also needs to be better code enforcement in the Village and or "Barrio" area as to upkeep of private and public properties. Thank you. The name "Barrio" carries a VERY negative connotation, in these times, for ANY part of Carlsbad.... And with respect to that fact, the area in the village that is south of Carlsbad Village Drive should NOT be referred to as such...on any public documents, surveys, signage, etc.. Thank you.
- I totally agree that we need to revitalize the bariio area and make all of the Village area a great shopping and eating destination. get some breweries etc..
- More down town living and business oportunities
- Revitalize the "entrance" to the Barrio from Tamarack. It is always congested in front of Jefferson Street & School. Can another connection be made to Roosevelt or Magnolia?
- Allow us to walk our dogs thru our parks on leash. Walking path along coast hwy bet. La Costa & Tamarack. Put trees down the center of streets in Bario to make it nicer looking.
- Downtown Carlsbad is sooo "cute", but that could be enhanced, as is being done. Thx! But needs better parking solutions.
- I'm not interested in driving away current residents from the Barrio neighborhood, so I agree with this only if rejuvenating the Barrio does not make the area unaffordable to current residents.
- I agree with the value. But the La Costa area is never noticed in those values
- Make public transportation to outlying areas like San Diego easy, convenient, and cost effective. It should NOT take two to three hours to get from Carlsbad to San Diego during peak working hours between 7:00 AM and 6:00 PM.
- Limit flights into Palomar airport and don't extend the runway. Sharply limit the training flights, the noise is horrible. All of Carlsbad land values will decrease if we don't limit the flights. Relocate Palomar airport to a less populated area.
- Down town Carlsbad is a gem
- Set up a Flex Bus Service with NCTD to serve the 92009 area south of Alga and east of El Camino Real. This area is not presently served by Flex service. It is only available in the 92011 area code west of El Camino Real and north of La Costa Ave..
- I think it is important to revitalize the downtown, however, this is not done by adding too many tall modern townhouses that will destroy the quaintness of Carlsbad. Maybe replacing some of the old apartments with those townhouses is OK, but not bulldozing older homes to replace with townhouses. There should be building styles that are enforced near downtown so that the architecture can remain quaint and beautiful. High density is OK, but several blocks away from the actual downtown, to allow for the downtown to grow and have more businesses. Also, I suggest relocating all of the mobile home parks near Ponto beach somewhere else, this is prime real estate, and the coastal neighborhoods would look much nicer with other types of housing development (not mobile homes).
- Encourage unique stores, restaurants and visuals. Expand "twinkle" lights in trees all the way to the freeway so the Village looks magical from the freeway--draw people into our wonderful village.

Verbatim Responses: Neighborhood revitalization, community design and livability?

- The charm of the downtown Village are the old beach cottages, small shops and the village feel. Already Carlsbad is trying to make the Village into a new Little Italy which tore down rather than restored the old homes that were the charm of Little Italy. When I go to San Clemente's Village or Encinitas downtown on 101, what I like are that the small cottages are still there and it is not all big ugly condo developments. There is not sufficient parking and it is not necessary. Please stop destroying the "Village" and making it into a parking lot with tall ugly building that blockout the sunlight and charm. Thank you.
- I'm all for improving neighborhood infrastructure, such as underground telephone and electricity lines, but we already have the focal points, design, and livability. Those terms are used to bulldoze people into "going along with the program" by behavioral psychologists. Visitors used to love the way we once were. I always hear how it's becoming too crowded and unbearable now. What good becomes of that? and rejuvenating the barrio will happen on it's own, by the residents, not by increasing taxes and pushing people out. Most people know it's a move by developers to overbuild and increase tax revenue.
- I feel like the Village and Barrio are GREAT and don't need any further revitalization. I LOVE the new pedestrian & bike-friendly direction they've taken, and I much prefer dining and spending my time in the Village over the strip malls in "The Forum" and "C'bad Premium Outlets."
- require new businesses moving to Carlsbad to assist in this area, either by taxes or providing jobs to local residents, particularly in areas that need revitalization
- there is no "public transportation". the Barrio is being gentrified on it's own. the Village continues to be an attractive jewel that will develop as long as the City continues to offer the private sector options instead of roadblocks.
- When I take people to Carlsbad Village, they are always disappointed by the lack of a "beach" feel and a more lively boardwalk. Encinitas has a great night life and great restaurants. Carlsbad Village could bring in younger people by hosting events that draw in the younger crowd or tourists on the beach or a park by the beach.
- Connect trail system to go throughout city. Add sidewalks to el Camino and other streets to make them safer and more walkable.
- Preserve the nature trails. Enough housing construction now, so please put halt on future home developments. Also revitalize down town area and nearby beaches. More lanes on the roads in down town area are needed.
- We can't get away from cars, it is inevitable. However I think we should not make cars the focal point of livability and transport within the Village. Cleaner and more approachable walk ways. With benches, grass, sculptures by local artists. In a way it is almost not cool to walk; or bike, but when those are the highest quality options people will want to do that more.
- GIVE HOAs more voice in street traffic reductions with traffic calming ramps or curves
- Don't go overboard with the focus on the "downtown village". Some of us rarely go there in part because our location much further away and parking challenges there are when traveling there.
- The city has spent a significant amount of resources on the Village. The amount of money spent on the Village should be proportional to the revenue it generates not at the expense of providing parks and trails in other quadrants of the city.

Verbatim Responses: Neighborhood revitalization, community design and livability?

- Go slow. Test the theories
- More parking downtown. Free shuttles to city events, such as Carlsbad Beach Fest and Village Faire.
- It would be nice if mixed-use areas could emerge organically in downtown, the barrio and along the coast. However there will be increasing demand on the infrastructure so there will need to be a conservative approach to not over develop these areas as they will lose their affordability and charm for the residents that have help grow this community.
- Let market demand determine how and where revitalization occurs. Government cannot and should not try to mandate such things.
- Fix the railroad crossings, figure out how to attract housing for younger professionals.
- Create a transparent action plan and vet it through community hall-style open discussions.
- Neighborhood revitalization is always a positive thing as it helps to prevent crime. My only concern is the displacement of the poor. You can't revitalize a neighborhood without thinking about current residents. Linking public transportation to more neighborhoods in Carlsbad would be extremely beneficial. The lighting on Carlsbad Blvd is not sufficient. It was recently renovated and I believe it is still not safe for pedestrians. I travel this route everyday day and night. Our community design is fine.
- not sure what rejuvenating the Barrio would accomplish?
- Affordable senior housing
- The Barrio is a gold mine! Revitalize it with more shops and patio style restaurants!!
- It's an important value but many of these areas are already nice.
- Carlsbad is beautiful and quaint now.
- I really like the new sign in village. really like farmers market on state street. I'd like to see more restaurants with outside patios along water - and on state street. Bringing dogs out would be nice for patio
- Provide more community events and gatherings in these areas. When doing so, it's necessary to penetrate the community with details and information in more ways to get the word out about such events, so Carlsbadians know about them to attend.
- Plant more trees, educate homeowners to stop unnecessary removal of mature trees.
- Re-face some of the older buildings in the area to bring them more up-to-date and/or demolish and start over again.
- Mostly agree, don't think the downtown Village is really worth focusing on. It would be really easy to inadvertently convert the Village into a tourist trap, which nobody wants. Link tourist destinations to public transportation: Palomar airport<->coaster, Legoland<->airport, Village<->airport, Village<->Legoland. Encourage/subsidize bike rentals as well. Perhaps encourage NEV's/golf carts like the pulmonias of Mazatlan in Mexico. We have a pretty good climate for it.
- Allow for rebates for neighborhoods that want to move from grass to artificial turf in out lawns that are usually maintained by an HOA
- Listen to the citizens and let them do what they want.
- The consultation group that came in for several years received \$400,000 or so to create a "village feel" in Carlsbad. That meant bike racks and lights in the trees. Very little of value, as is the most recent deal with a Florida concept group to do about the same minimal changes. Rejuvenating the barrio? Does that mean tearing down homes

Verbatim Responses: Neighborhood revitalization, community design and livability?

and building more condos and apartment buildings? I don't know what "greater mix of uses" means or entails, though it sounds like developers coming in to build multi-story residences. The development on north Carlsbad Blvd. with the shops on the east side are dead. Sunshine in the afternoon makes the buildings uncomfortably hot, despite the window tinting. They are also out of the "pedestrian flow" that would bring people to that end of town.

- Businesses are important but don't run roughshod over aesthetics & practical things, like parking.
- enforce limited parking in and around the street. it is crazy how many cars that are just standing around while weed is growing all around the tires and no one cares.
- continue to concentrate and improve in crime prevention and safety.
- Rather than build new I would like to see the city partner with businesses to renovate older shopping centers and public areas. An example would be the Vons shopping center off I-5 and Tamarack. I don't live near there or shop there but it's an eye sore overtime I drive by.
- Expand parking in the downtown area. Consider a walking only village on State St.
- The senior center needs help. It is dingy and not cheerful at all.
- The village is fine as is. Stop increasing the density of it.
- While it is important to keep up with the latest trends in design and planning, an emphasis needs to also be placed on "what works" today. The City can create an environment that supports redevelopment and encourages investment in our communities.
- We need more restaurants with ocean views!!
- Focus on rebuilding current neighborhoods who need it instead of building new neighborhoods.
- Rejuvenation of the Barrio should be a top priority. It's a lovely area that could be a focal point for the Village.
- Not enough parking in town. Start using the funds collected from the parking in lieu program for more parking.
- Slow growth. Provide better parking at already over crowded areas. The Forum is a perfect example of a lack a planning for parking. Bressi Ranch is another. The new Lowes area is already over crowded with not enough parking to support all the business.
- Continue to allow for businesses to move to Carlsbad. This should go for all areas- not just the village.
- Redevelop the barrio
- Need to connect the beach to the village. Although very close they seem to be separate.
- We have tried so hard to help the barrio. At some point people need to take more pride in their own neighborhood. I think it gets way too much attention and it's time for more than a few to step it up down there.
- The village is already great. It doesn't need to be revitalized. It doesn't need higher density. The only thing it needs is more practical stores vs tourists shops. Carlsbad needs to stop pandering to tourists and start being a real city to its residents. As far as the barrio, most residents there are renters and the owners live elsewhere. No

Verbatim Responses: Neighborhood revitalization, community design and livability?

residents want bigger three story buildings in the village with more people living there. Again, there already isn't enough water for the people now and traffic is already terrible.

- Help the homeless people near Carlsbad village.
- I do not see what link this has to visitors. They do not live here nor will appreciate the revitalized Carlsbad as the spend one week here a year at best.
- Public transportation options to work areas
- Not have tourist prices for local establishments!
- Encourage/provide incentives for Barrio homeowners to enhance curb appeal.
- Improve traffic congestion.
- Do a better job of policing current standard for barrio. We have laws on taking of property and junk cars in sight.
- Help residents have in front of house parking and keep business parking separate.
- I would love downtown carlsbad to be a destination for shopping and dining where my money would stay on the community
- Enable economic opportunity.... Reduce regulation... Support small business with grants/loans.
- Add more traffic lights on La Costa Ave. to slow traffic...kids attending La Costa Elem. school.
- Strongly think downtown Carlsbad could be a bigger draw. Promote more current restaurants & bars. More relevant shops. State street has huge potential.
- I think by bringing in new business's and rebuilding and or making over the existing buildings.
- More we provide the busier our city becomes
- More restaurants that are affordably priced. We have enough upscale ones. Oceanside has opened some good restaurants on coast highway. Barrio revitalization is important. Help finish the building across from Lolos. Please don't put residential facilities in single family neighborhoods like the one planned on chinquapin.
- I don't know, but high rent lofts above businesses is not the answer.
- Provide incentives to new home buyers in Carlsbad to remodel the Barrio area.

What should the city do, either right now or in the future, to help achieve the value of "Sustainability?"

Verbatim Responses: Sustainability

- INCREASE RECYCLING BY ADDING RECYCLING OF GREEN WASTE.
- Protect undeveloped spaces. Provide green space. Asphalt doesn't count.
- good so far
- I think you are headed in the right direction and just need to keep in mind having everyone practice recycling etc. I have even heard that there is a group of teenagers developing a plan for the high school. Perhaps you could work with and help them.
- More community garden plots.
- Look into food waste disposal like the type that is done in the Bay Area. add more days or possibly more locations to the weekly farmers market.
- Yes work hard to become a model city, promote it, make it a priority in our facilities and all of our operation and require a high standard from all new development
- Limit excess population, housing, and business growth. Less cars and trucks in Carlsbad is a better choice.
- what are new home developers contributing regarding water reqmts for new residents? does Carlsbad really have enough water for 750 new homes on El Camino & Cannon?
- Work directly with the state parks to promote state park areas within the Carlsbad area. Continue to support Farmer's markets. Support plastic bag bans. Offer more incentives for low water landscaping. Keep a hotline for water waste offense reporting.
- Pursue other water ventures such as the desalination project
- Composting option with trash pickup. Get rid of plastic bags.
- Develop a food scraps composting program
- Stop giving out permits for giant homes with 6 bathrooms!
- Continue recycling. Preserve open space and natural environment. Once the land is used for development, it is gone forever. Keep 40% of Carlsbad as open space. This will hold down traffic, congestion, pollution, and increased strain on City services.
- Plan for expansion of the desalination plant to focus on Carlsbad's needs
- "Green development" is lame. But yes, continue to pursue public/private partnerships whenever possible.
- Actively enforce the water use regulations for private lawns/landscape. Few of our neighbors follow the mandates. The same is true for recycling.
- Quit inviting more people to the party. We have a drought by the way!
- Build more community gardens. Brings diversity of age & ethnicity together to recycle & grow food
- be a leader not a follower encourage entrepreneurial individuals with grants etc.
- arrange for student internships which helps spread the word to families
- Promote home composting through free classes and free compost bins for citizens attending these classes.
- grey water hook ups to all houses for irrigation and other secondary uses... biggest issue

Verbatim Responses: Sustainability

- Water is the critical issue. The de-sal plant is good, but what about creating a way to catch some rain water to use for irrigation & such?
- mainly concerned about water
- More solar. More electric charging stations. Rebates for solar & other energy saving things.
- not sure what would be needed
- Focus on water recycling and better trash recycling (plastic bags!)
- Keep local dollars in cbad by building a bike park.
- dedicated outdoor pickle ball venue
- Community gardens
- The city should develop composting on a city wide scale, as is done in San Francisco.
- As long as every thing doesn't become costlier because of it
- Carlsbad is already ahead of the curve on this.
- Stop taking away agricultural and preserve land away
- Install more solar energy. Use recycled water.
- Go GREEN :)
- Tax incentives for waterside landscaping. Enforcing water restrictions: at night the corporate parks are wasting tons of water with a flow of sprinkler run off. Resolve the electrical plant replacement to return land to Carlsbad.
- More recycling bins next to trash cans.
- LED lighting, replace lawns and fields w/ community gardens &/or drought tolerant or faux plants.
- Strong public awareness campaigns.
- Keep open space alive!!!
- Solar power requirements for all homes. Credit to retrofit, new home ordinances.
- minimum necessary to meet federal standards
- absolutely important to respect the earth, since our citizens live here in awe of natural wonders of ocean / weather / hiking.
- Educate, educate, educate and make it easy for people to do the right thing.
- We need solar desalination gardening and we need this now.
- Continue recycle.
- Seems like you are already on the right path Keep going
- Require these sustainability/green initiatives as part of the development requirements for any new project.
- Focus on green energy and utilizing reclaimed water to its maximum potential
- De-salination projecct, provide more recycling bins in addition to regular garbage receptacles within the downtown area and at the beaches,
- Absolutely. We need to be doing more to increase sustainability.
- complete the desilting plant.
- Use recycled waste water to irrigate all municipal lands
- Water use is critical in this region. Find ways to encourage residents and businesses to cut back on their water use.
- Water water water
- Stronger incentive or initiative programs toward recycling.
- Compost bins

Verbatim Responses: Sustainability

- Create incentives for sustainability, but don't legislate penalties. We are overburdened with high costs for making improvements on homes and businesses.
- We should use more solar energy. We need more solar panels to power most of the city's electricity. We should push for a new green movement which we can make ourselves the leaders of in San Diego, in hopes that other cities will follow.
- If it involves more ugly factories leaving visual eye sores no thanks.
- Not a problem
- begin zero waste programs at schools, reclaim-reuse water, stop new home development/projects
- Carlsbad should be at the forefront in offering food-waste and compostable disposable composting services. Our contracted waste haulers should have a state of the art MERF like the Bay Area. Bike paths will go along way to achieving "Sustainability" as well.
- Limit growth and population density. Look at energy and water use at all public building and spaces and implement conservation programs based on highest use areas. Promote solar in the community.
- More recycling initiatives. Lets get this city by the Ocean to outlaw plastic bags!! Look at what San Francisco is doing with compost and recycling. It's amazing how green their city really is! We can do it.
- I'm very pleased we will be opening the desal plant soon. that should get all the support it needs.
- A community garden or grow space would be fantastic. You could also use the space to teach kids how to farm and grow. It would help those in need as well as educate
- Invest in systems that support sustainability and control growth. We are losing all of our open space.
- Perhaps adding wind power...
- Start transitioning over to sustainability with each new opportunity.
- Look into community composting , or help local business to compost and help recycle more
- Destroying natural land to build on is not a GREEN policy. Carlsbad is overbuilt and changing the original master plan was an anti environment action. We need Carlsbad to become an environmentally sensitive city.
- Work with people on how to be conscious around resources like water and recycling. Communicate through videos and social media on the how they can save on the Earth.
- Set Minimum Wage at \$20/hr with annual adjustments. Allow camping on under-used city parkinglots overnight. Bring back the benches along our streets. Widen the sidewalks! Shingle all appropriate public rooftops with Photo-Voltaics. Encourage all privately owned structures do the same. All publicly-owned parkinglots should be water-permeable or channel stormwater into nearby groundwater recharge gardens. Reduce empty, boarded-up, blighted, and under-used commercial and residential spaces: "Use it, or Lose it!" Encourage walking and biking by enforcing vehicle vs pedestrian collision laws, vehicular threat laws, building more pedestrian underpasses for I-5, PCH, and railroad tracks. Create more park and garden spaces in areas like railroad rights of way. Install FREE electric vehicle chargers near public transit nodes, beaches, shopping centers, etc. Build mixed-use development above and around the Plaza Camino Real Mall, including pedestrian overpasses over El Camino Real. Build a

Verbatim Responses: Sustainability

city-owned wind farm off the coast! Build a city-owned Solar Farm on the eastern edge of San Diego County! Require the proposed NRG-5 burner power facility operate on renewable fuels and solar.

- With all the empty commercial building, perhaps there should be a focused effort to fill them 1st and then get on to development, whatever color you want to call it.
- Get the Encinas desalination plant up and running. Become self-sufficient with regard to water. Forget about trendy "green" investments that drain money with little results other than feel-good public relations.
- Reduce city expenses by using sustainable resources. Improve technology infrastructure to account for increasing bandwidth and processing needs.
- These are empty words that mean nothing. It's the moral equivalent of "taking a stand against bullying." There is no opposite side to debate. Therefore it's garbage.
- Plant local flowers, trees, plants for decrease water usage and increase sustainability. Promote green energy - incentives for solar and decreased water usage
- Pursue green infrastructure opportunities (above and beyond regulatory requirements) to enhance and revitalize the downtown area. Be a leader in the region with pilot projects and good examples. Pursue opportunities for mitigation dollars (e.g., Sandag, Caltrans) for the NEGLECTED Buena Vista Lagoon.
- stay the course
- Continue looking spaces to add mini solar farms (like the parking lot at Alga Norte & LCC high school). Is there a partnership opportunity at the huge parking lot at El Camino mall.
- Provide more information to the citizens of Carlsbad that allow them to have better choices on energy conservation and recycling
- Solar panels throughout the city. Community garden plots.
- Our local flower and food stand by Kelly Dr is gone now. What open land for local food do we have left. Is there any encouragement for small farmers to be here? That's one thing that has been lost in the 'small town' feel
- Sustainable processes should be encouraged, however the "green" initiatives can go too far. Balance
- Resident of Carlsbad should receive a discount for water. This is our yard and should be a perk for allocating the land for this project.
- Avoid suburban sprawl with careful city planning. Allow the region to have some open space where people can still explore. Invest in water storage and recycling. Encourage drought tolerant landscaping.
- Have some kind of rebate for solar power installation
- allow residents to use reclaimed water on yards and build infrastructure for it
- Slow down constructions.
- That's great but try not to raise taxes to do so!
- The desalination plant is a good idea. I notice many solar panels.
- Poseidon is great!
- We've got the money and the resources. It is our responsibility to preserve what we've been given in this beautiful city.
- This goes along with the family focus - investing in our future in both the environment and the children. I think the desal plant is the big one here right now.

Verbatim Responses: Sustainability

- Provide more information on water saving, water capturing and round cover to conserve water.
- Smart traffic lights
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels. Sustainability, renewable energy and recycling are major components of the Beach Fest.
- I don't believe this is a city function.
- Sounds great if it doesn't cost us extra money
- can't save water when more homes and businesses are planned....lets stop for now and see how the water situation goes...??
- Penalize neighbors who waste water and give incentives for installing systems that capture rain water and gray water
- Promote nuclear energy, it is the most efficient, safest and cleanest method humankind knows of per unit of power produced. Solar power, wind energy and other "green" alternatives are more harmful to the environment after one does a dedicated life cycle analysis.
- Partner w/regional groups to better collaborate and to consolidate efforts already in place to be a stronger North County
- The Encina power plant property should always remain an electric generation station or public park, or both.
- Make recycling more kinds of items easier- batteries, old prescriptions, lightbulbs, etc. More recycling bins. Encourage area restaurants to compost. More water conservation. No more new construction! We are losing our open spaces rapidly, which will cause more waste and traffic!
- Definitely screen freeway carbon emissions and sound from Olde Carlsbad neighborhood- especially Holiday Park. Use glass and plantings to provide cleaner environment and enhance aesthetics of freeway. Innovate some way to clear Buena Vista lagoon from the intrusive reeds that are choking the natural flow and ecosystem. Provide an extensive, SAFE bike system. Provide residents a better way to walk from Olde Carlsbad to the Village and Barrio. Continue working along the beach; insist that there be a trolley to transport people from Village to Premium Outlets, Caruso "shopping experience", etc. Create a coop for foods in the Village where there is less packaging and people can contribute time/ labor in exchange for produce, etc.
- Severely limit watering of grass, actually fine people who water the roadways, provide composting in yard waste bin
- support and push farmers markets and community involvement. keep work on the desalinity plant.
- Reduce, reuse, recycle
- There are no electric charging stations in or near the village. Create some in the public parking areas. The future holds more electric vehicles.
- Do more to encourage water conservation. Even though we are in a big drought, it is just a news story and people don't do enough to conserve. I often see people over-watering their yards.
- While sustainability is a worthwhile goal, "leadership" in this area is of no value to residents.

Verbatim Responses: Sustainability

- Getting rid of plastic bags. Recycling programs.
- Incentives for green building standards in residential remodels and requirements for green building standards in new residential and all commercial development. Promote/support composting, community gardens, farmers markets... Gray water reuse system.
- Solar initiatives
- We already are doing this so don't appreciate new efforts.
- Recycling bins with trash cans. COMPOST
- Have a program to help home owners as well as business owners go with solar.
- Keep the citizens and homeowner associations informed on what they can do. I notice the abundant amount of lighting at the different parks, is the city being compensated for this?
- Desalination plant
- Encourage gardening. Retain agricultural land that's left. Improve WiFi and access to information at key points. For instance, cool self-contained information huts with touch screen access to events, projects, health services, emergency contacts, key city contacts. And tips. Environmental and other tips in public areas, ubiquitous.
- Aggressive initiative to use solar power for all city establishments, new and old.
- Same as above
- This is not my expertise. I'm really not sure.
- Weigh "cost" to citizens very carefully. Don't think we should be "competitive" to the point of egotism.
- Green energy Update water systems Update energy infrastructure
- I would like to see the Cole become more green during its remodel. Encourage green energy (?)
- Build a Waste Management facility
- More solar power
- With the desalination project underway, I agree we should be the leader for the county, state and/or nation for going green and doing what we can to stop global warming and prevent using up our natural resources. New green buildings will allow more job opportunities and get rid of the alliance of water from Northern California.
- Work with Carlsbad's NRG Energy to devise solutions for renewable energy for buildings and parking lots and EVgo charging stations
- Get rid of the poison Flouride in our water. It's killing people here slowly and causing osteoporosis. They used to give it to prisoners years ago to dumb them down and your making us drink it. I refuse and buy my water elsewhere and have way more energy than when I used to drink city filtered water.
- Facilitate community gardens, especially for those who don't have yards...at parks, churches, etc. Provide discounts to businesses or residents who are doing something desirable.
- No Palm trees on public land-plant only real trees
- Turning trash into energy
- Equal or near equal mix of public and private partnerships to do so
- Pass out reusable bags the way Encinitas did a few years back. That shows the city is on board with reusing, one value of sustainability.
- Utilize reclaimed water for as many places as possible.

Verbatim Responses: Sustainability

- Keep it local and work with communities to see what the best option is.
- Continue w/ water sourcing.
- Not a high priority - but find high ROI opportunities to invest when Appropriate.
- Promote gardening maybe put a community garden in every neighborhood. Consider a tiny house community for those down on their luck.
- Our schools should be recycling and they don't! NOT OK!
- Political activism run amuck. Almost always a complete waist of our money.
- Instead of making houses closer together, make the houses per acre fewer. You'd save water, electricity, gas, and a better neighborly neighborhood.
- The desalination plant really puts Carlsbad on the map worldwide. We should continue to have a long term vision and ongoing programs to show visitors when they come and ask "what is this Carlsbad place?" so they will see that we really are a leader in sustainability. That will encourage like-minded businesses and people to locate here.
- I believe this is already been done quite satisfactorily
- underground power lines
- Help CUSD with education programs for kids and to implement recycling programs in schools
- keep doing what the city is doing now
- Accelerate bike and walking trails (like the coastal rail trail) connections to Oceanside and points south. Encourage more biking lanes and bike/walking paths within our city. Give tax credits to homeowners that remove high water usage landscape and replace with Xeriscaping yards.
- Carlsbad should own its own gas & electric utilities. As long as we must pay SDG&E (Sempra Energy, a private company) we can not be truly committed to sustainability-- i.e. to renewables, low-carbon and fossil-free fuels.
- Require that new homes use landscapes that don't require much water, do not allow lawns in front yards!
- look for new technologies from other cities
- Get rid of the plastic grocery bags and support all green efforts, especially recycling; help reduce/eliminate the production and local use of styrofoam materials; continue supporting farmers' markets and local produce.
- Ban plastic bags.
- Put solar panels on all homes and sell the energy to the homeowners. Pays for itself.
- See above
- Water, water everywhere and not a drop to drink; so the poem goes. Most important issue now is desalination. We have sun for energy and there will not be any food if there is no water.
- More wastewater recycling
- Close The Crossings golf course
- "Green technology" has become a phrase that is espoused by those who champion radical views about the environment. Again, it is a matter of balance and understanding of all variables.
- Not sure
- Give rebates to homeowners for solar and water-efficient sprinkler systems

Verbatim Responses: Sustainability

- Now this is something that has both purpose and merit. This is common sense and not a lie.
- Publicize green opportunities to the community.
- I believe we have a very good recycling program, better than other communities I've lived in. Focus on water use. emphasize water wise plants and allow/promote artificial turf. Many HOA's discourage or do not allow this.
- do more to "sustain" previous visitors
- Continue to make decisions based on how they might impact the environment.
- make sure each enterprise is self-sustaining economically, not reliant on public support.
- Yes, and hire my son who is graduating from CSUMB this year with Environmental Science degree, just kidding. He loves this town, but is extremely worried about its growth plans and the effects it may have on our coastline. Again more people and development may cause more pollution to our ocean, should not saving our resources for the future be the one of our most important goals for the future of the next generations?
- Other than the desalination plant, I don't know what else the city is doing but agree that we all need to do more & better. Don't keep building on agri lands
- Continue to pursue public and private partnerships.
- Encourage Solar Roof Top energy saving and drought resistant plantings with Native plants and succulents instead of lawns.
- stop idiotic, non green, toxic projects like the new power plant, the water desalination etc. Not to mention the plastic turf....
- Provide incentives to go green.
- Solar Parking Overhangs at all public parking lots. More Community Gardens,
- I feel the desalinization plant is risking the quality of our ocean for our water overusage . I see the sidewalks in the Village still being hosed off with water. Conservation is the answer. Stop building or require new developments have state of the art recycling tanks.
- Stop allowing building of hotels and motels ie the new Holiday inn. I'm asked to conserve water and the daily use of water by this new holiday inn is staggering.
- If the city is determined to lead, it needs to convince others to follow, else there is no point. Also, the city needs to demonstrate its commitment to maintaining adequate green space and water conservation by limiting residential development.
- More recycling opportunities.
- we have opportunities to do more with solar energy. Look at schools and other large footprint buildings to go solar.
- Water should be the biggest concern for all of Southern California, followed closely by fire prevention, and then traffic congestion. Set limits on how much water each resident can use during a month and fine those who go over. Or give X gallons to residents at the standard price and then charge \$20 per gallon after that - people will stop over watering their lawns then. Another idea - discourage grass lawns - biggest use and waste of water on the residential side - and encourage rock gardens, aloe plants and the like that do not need to be watered regularly. We are not Arizona yet, but could be soon if we do not seriously cut our water use. Much harder to regulate businesses so concentrate on vanity uses (washing car, watering lawn) first.

Verbatim Responses: Sustainability

- Curtail development which will increase property values and make everyone happy.
- Build a nuclear powerplant. It is way more efficient and green than the outdated and dirty power plant that we have currently.
- Have a crew who cleans up trails. Have the street cleaning on a regular schedule instead of showing up randomly.
- Use solar energy in all city projects.
- Reduce road width, increase sidewalk and bike connectivity. Encourage a few smaller neighborhood shopping opportunities. Build parking garages near beach and village to encourage walking.
- Inform the community of how to utilize water barrels and/or use gray water. Make it clear how to obtain materials to do that.
- The city needs to require new development to be required to install solar panels and or solar hot water heaters on all homes being built.
- I think this is already happening. ie. Posiden
- Storm water collection Community gardens Surplus food collections and distribution Solar on City owned buildings or property Parking structures vs sprawling asphalt parking lots - similar to the below and just above ground garage with garden on top that proposed for Balboa Park
- Wouldn't want crazy rules...no suggestions
- Put all public structures on solar and or wind turbines.
- Continue what we are doing
- No plastic bags!
- Make citizens more accountable for sustainability. Move away from mow and blow landscaping. Encourage native plantings and solar energy.
- Many other countries in the world are using recycled water for household use. It is only a matter of time before it is accepted here. Lets do it now and build it into new development so it does not cost more later.
- Enforce/encourage residents to recycle. Not enough compliance. We can do better
- If it makes economic sense, do it. If taking a loss, don't do it.
- City compost with trash pick up. Limit new development.
- Start a public bank with the 700,000.000 sitting in the 105 different funds at the big banks where we are paying fees. Creatively finance our own desal plant, and solarize our city with low interest loans working with local solar companies, businesses, and households. Encourage permaculture, local food forests. and community gardens
- Encourage the vast spreads of residential/commercial developments/golf courses to create beautiful drought resistant landscaping, to expand grey water recycling, encourage rooftop solar power installations, use some of the last remnants of open space for organic food production, and education--partner with school districts, farmers, seafood production companies, etc. to teach young people about careers in sustainable agriculture/aquaculture and to learn to run actual related businesses.
- Carlsbad should move towards LEED certified offices, grocery stores, retail shops, city buildings, etc. In order for the community to be sustainable as a whole, everyone must be involved. Clean public transportation, when efficient public transportation is established, will also be a huge step forward. Carlsbad should also support food recycling programs and hold restaurants and grocery stores accountable for their

Verbatim Responses: Sustainability

wasted food by either donating to a local food bank or recycling it back as fertilizer to local farms.

- I believe your already heading in the right direction with the water desalination plant.
- You can't keep building homes and expect water usage to drop.
- Nothing
- Conduct public seminars etc. helping people better understand the situation and solicit input on potential remedies.
- Carlsbad is ultimately a sunny place, we should capitalize on it by requiring all large building to install solar panels. All our natural resources are being depleted faster than we realize, we need a new mindset, to respect and honor what we have and think for further generations
- Important to be forward thinking and responsible. Appreciate the desalination project. convert as many public buildings as possible (must make financial sense) to solar
- have more ways to recycle
- Financial incentives to replace thirsty lawns with xeriscapes.
- Incentivize water rationing and recycling, provide compost green bins for trash pickup, limit development, protect green land
- Community recycling centers Community garden would be nice
- City should not get involved in any public/private partnerships. Sustainability should be left to market forces.
- A community garden in our neighborhoods would be great. Families can donate money each year to secure a plot.
- Doing an excellent job right now
- I've seen parking lots in other cities covered with solar panels, but haven't come across any in Carlsbad.
- upgrade the trash bins to larger size if people miscalculated what they need. An "easy" swap.
- Educate city inhabitants on water saving strategies. Continue water desalination project. Not sure if this is the correct place, but suggest ways multi-generational homes can be built or renovated.
- Promote recycling and ways to decrease the use of water.
- Why don't we have something like El Corizon???? Oceanside has that and we don't????
- Continue the Poseiden adventure
- Demand it. No more plastic bags!
- Encourage recycling by asking restaurants to limit using styrofoams and plastic spoon/forks for dine in customers. (thinking out loud: They may also give incentives to customers to bring their own tupperware for takeouts for a discount)
- Publicize the new desal plant.
- continue to use solar energy in our parks and public buildings
- Review building codes so that they are an enabler of sustainability and not a hinder acne.
- Do everything possible to stop plastic reaching the ocean. Introduce taxes on non reusable bags, cutlery, etc. Anything that is single use, which could be multi use should be taxed or banned within the city.

Verbatim Responses: Sustainability

- Monitor closely the consequences to marine life and shoreline of allowing the desal plant and power plant.
- Monitor more closely what the citizens want.
- Putting these things into place will only cost taxpayers more money. It will result in higher costs for all of these services. Partnerships with private companies only mean more costs to residents in the end
- Make recycling mandatory in schools--this seems so basic! Also, more community garden space to grow food. Less development.
- very important- establish enforce rates for electricity, garbage & water than charge by usage. No lower rates for businesses/those using large volumes of water & dumping lots of trash. Encourage less driving by making cycling/public transport safer & easier.
- Beef up the CAP. Establish a sustainability division under Planning or Public Works.
- Stop allowing dense housing without commensurate infrastructure upgrades. Leave more green space, and make sure that retail and schools and parks are within walking distance for all.
- Solar energy on city projects Water conservation
- No need to go overboard
- Consider compost plan for garbage as in SF.
- Encourage commuting by bicycles - Give local businesses tax brakes if they help and support green commuting
- please see #1
- We have endured the smell of the smell of the waste treatment plant for years here at the coast. Now we'll have the desalination plant & bigger power plant. We don't need a trash recycling plant as well. Private partnership will end up in higher costs to residents while the corporate execs get rich. Again carlsbad needs to slow down its growth.
- Green is a waste of time and dollars
- Start allowing and promoting gray water systems in our homes. "Outlaw" lawns except in parks and promote zeroscaping. Promote Zero Waste, like Oceanside is doing now, and start food scrap pick-up or home composting measures. (I volunteer at the Solana Center and we are working now with Oceanside to meet their zero waste goals.) Educate home owners, landscaping companies to start using organic methods to grow their gardens, ornamental plants, and trail/open space maintenance. They must not use Roundup any more as this is showing up in our water ways, fish, wild animals, and the air we all breathe. It kills all the beneficial soil organisms which are key components in the soil allowing plants to grow, assimilate nutrients and flourish. Without these micro-organisms, our soils die and eventually make plants unhealthy. Roundup also creates resistant weeds that will need new even more toxic herbicides, like the components in Agent Orange: 2,4-D pesticide (Just approved by the EPA). Residues of Roundup from crops are killing our intestinal bacteria causing multiple health problems for many people, especially those not eating mostly organics. Since Roundup is used as a dessicant on non-organic wheat (and some other crops) to make harvesting the crop easier, the increased levels of roundup on wheat especially are making many wheat/gluten intolerant, because it hurts our friendly bacteria which help us digest our food properly. Working WITH

Verbatim Responses: Sustainability

nature is what we have to do eventually, so let's start now. This is the only path to true sustainability. Promote solar energy, electric cars and recycled/reclaimed water.

- Not sure
- Take over the desalination plant. Invest in the infrastructure for residential use of gray water for toilets and lawn. Require that new development use solar to reduce carbon impact and improve sustainability..
- Community gardens
- Fine residents who waste water with irrigation
- to better monitor & promote recycling programs
- Curbside recycling has improved substantially in Carlsbad, but other recycling (shredding, CRV refunds, etc.) services or hazardous waste disposal services are difficult to use. The enhanced availability of those services would benefit the environment, the city and the residents.
- Let the private market take care of that.
- Put a moratorium on any further housing construction for about 10 years until our reservoirs are filled up again! Where does the city think the water is going to come from for all the construction going on?
- Seem to be on a good path currently, stay the course
- More/easier walk/ biking here.... reduce the need for cars.....
- More convenient drop offs for recycling small appliances. Cleaning service for trash receptacles to prevent spreading of germs.
- revise/up date current programs
- farmer's market, lagoons, recycled water
- Yes as long as they fit in the future vision of the city. We don't want to partner with anyone/firm that doesn't promote and "buy into" the overall strategies for future developments/improvements. Figure out how to make these initiatives work in overall plans.
- Green development is not a hot point to me. Fiscal responsibility far more important.
- Continue to evaluate options, like the desalination plant that will help sustain our resources. I think stronger restrictions on water use are essential as well as looking at drought resistant plants, parks that require less water and maintenance (well done at Alga Norte park)
- Lead by example, build and retrofit City facilities to be energy efficient. More community garden opportunities.
- Maintain what we have, save for MAJOR repairs we will have in the future. City's never save, then it's panic.
- Our city has really improved with its recycling services, I'm disappointed they don't do more. Look to northern CA as a model for recycling. The schools don't have a recycling program and it's very disappointing the city hasn't made it a top priority, along with water rationing. Renewable energy is challenging because no one knows the direction SDG&E is going to take with rates, as more and more people go solar. Carlsbad should be a leader in solar.
- Decline GMO grown and purchases. Improve water quality. Make recycling mandatory. Create programs to recycle grocery foods that are still good, yet thrown out to shelters, orphanages, and churches.
- Seems like it's doing a great job with this matter already :)

Verbatim Responses: Sustainability

- Lead by example even if it costs money.
- We are working on water conversion - green development is so important through private companies, This will make Carlsbad a number one city with continual initiatives.
- Promote solar, green energy, set goals around less traffic.
- Energy efficiency and solar PV on all public facilities. It will reduce green house gas emissions and provide a significant financial hedge against energy inflation and ultimately strengthen our city budget and school budgets
- implement more solar powered utilities, finish the desalination plant
- Need to change the Carlsbad building codes to discourage huge lawn areas in residential & commercial developments. City needs to take the lead in this by re configuring some of its own landscaping with drought tolerant schemes. This would apply to new developments like Robertson Ranch by not requiring large sodded areas in Parks similar to those in Bressi Ranch
- Invest in solar options for electricity & street lighting.
- Look into alternatives for the top unsustainable things
- The city does a lousy job of promoting draught tolerant/native plants.Drive around and look at all the high water use decorative lanscaping..not good.
- Protect current agriculture. Stop all development...no more new homes. Address the ridiculous amount of fossil fuel needed to run 'desal plant'. Address current traffic and parking issues.
- Ensure that the Climate Action Plan is strong and enforced to reduce greenhouse gas emissions. Include vehicles passing through Carlsbad on I5 as part of our emissions.
- Stop plastic bags sooner
- Due to the drought, be extremely careful and diligent in allowing additional development at this time. It is imperative that we have enough resources to deal with any emergencies such as the May 2014 fire.
- Build dams to prevent rainwater flow into the ocean.
- Stop growth. These questions are repetitive. Wasteful. Someone's benefiting. Not the citizens. Too bad alot of families have to leave the area. Jobs are low paying in hospitality & retail.Enough!
- Make excellent partnerships for long term solutions!!
- Ok for now
- I don't know
- Partner with businesses to make it attractive for green tech firms to work and stay in carlsbad.
- Be more waterwise in city and landscape development.
- Why does our rain water just flow into the ocean. There has to be a way to divert sewers to water reclamation
- The de-sal plant is stupid. we don't need more water this way, we need fewer people and development. they say it's 'drinking water' it's more like lawn water.
- Stop building more homes!
- Desalination project is good. Other green projects like solar for city facilities would be great. Encourage sustainable energy in other new commercial and residential development.

Verbatim Responses: Sustainability

- Promote residential SOLAR POWER systems...Help, in some way, to make it more affordable for Carlsbad homeowners. SOLAR POWER SYSTEMS for commercial and industrial properties should also be promoted, if not MANDATORY.
Thank you.
- Make the city carbon neutral and create more farm-to-table opportunities.
- Put in place more solar panel systems in public areas.
- More solar powered city buildings to set the example.
- Lower the building height near the beach.
- Keep up the good work!
- The terms "Sustainability and green" have long been used to fool the public. Recycled water and the new Desalination Plant are both good projects as long as they are well managed with knowledgeable people. Isolating public utilities from running these projects is a step in the right direction.
- Remove an outside company from running the crossings and the money we pay them will help our city. A former golf pro is rebuilding a run down golf course in Oceanside and Carlsbad is golf manufacturing capital of the world.
- Green or not We need to support Palomar Airport as if it were our best asset
- Do more outreach on how residents can access free landscaping to convert grass to drought resistant plants and get rid of all the ridiculously expensive (as far as water) community grassy areas that you are pouring water into. It is embarrassing and irresponsible to have ANY of these areas in the city in view of California's water shortage, and I still see grass all over the city.
- Would like to see more effort on the city's part, volunteerism and the use of corporate/business partnerships to protect and enhance Carlsbad's beaches and beachfront landscaping and amenities. Of particular importance would be establishing cooperative working relationships and land use and maintenance agreements with the State Parks and Recreation.
- If looking to add new businesses in Carlsbad, look for companies in this area. Require ANY new home development to have advanced conservation and sustainability features
- Doing a great job to meet this goal
- Carlsbad is taking away a lot of the valuable land for homes that in the past had agriculture. Wouldn't it be wonderful if we could have small farms to supply goods daily for residents and restaurants? Carlsbad is great with the curbside recycle. Encourage local businesses to put up solar panels in their parking lots which are open to the sun. Similar to Alga Norte park, this is wonderful, thank you.
- Support faith based and non-profit Organizations in the efforts of green development and sustainability.
- I would like to see a community garden in the downtown area. Check out the city of West Hollywood. I've seen several there. I'm in Real Estate however, I don't know what your power/legal authority would be regarding landscape permits. We could require new landscaping to have drip only. We could require re-roofing to include solar. I could talk about this forever so I'll stop here.
- I HOPE Carlsbad is deeply involved in the Desalination Project, and that it isn't only going to be a private venture.
- Help with the cost of artificial lawns.

Verbatim Responses: Sustainability

- Carlsbad should be a leader in sustainability within economic reason. If green is available at a comparable or lower cost it should be chosen.
- Continue focus on reuse, recycling, etc with programs (like recycling day) and increased communication
- I think that community gardens would be a great use of land at local parks with volunteer monitoring.
- Green development? okay. Sustainability? Sounds to me like you will continue to pour public money into your favored scheme whether it works or not. You, we, need not be a leader in this. Plenty of good ideas out there alreadyt.
- solar panels on public buildings IF it makes sense
- A Water is and should always be the priority. If we can build oil pipelines across the oceans, why not water pipelines across the U.S.? It's America's water not state water.
- partner with the private sector and the public. don't burden us with unfunded mandates that you as a city are unwilling to participate in. objectively view concepts to be studied before accepting them as "problems".
- Planning
- Increase walk-ability and bike-ability to coastal areas. For safety reasons, people do not want to bike/walk on 50+ MPH streets to get to beach (Ia costa, Poinsettia, PAR, Cannon.) separated walking and bike paths would be ideal. Perhaps at lagoons and creeks.
- Continue to support the good work the city is doing in these areas.
- Begin a zero waste initiative (Oceanside is working on it already) by holding composting workshops and grey water workshops. Or creating a food waste pickup like San francisco. Promoting native plants through workshops or booths at the farmers market and how they are critical for native wildlife/pollinators and the vast majority are drought tolerant and are better at handling slope erosion. More invasive species removal and education on the topic for the people of Carlsbad. Pass a law forbidding the planting of invasive species like Encinitas just passed. Keep promoting biking/walking and giving people incentives to do so through "bike benefits"! Invest more in public transportation or carpool websites.
- Tie into the desal pipeline and get the water directly
- This is our future.
- Wayyyyy more city/business interaction and incentives for green workplaces. Should start with free education programs whereby city officials go into businesses and teach greenness in the workplace
- i apprecaite the reverse salt water reversal plant going in near tamarack. is there a plan to add wind/solar as well to support city utility grid? maybe adding a compost bin to our recycling or sell bins for residents to use at home. maybe have native plants for sale at library or at the street fairs on saturdays in village
- The Poseidon Desalinazation plant is long overdue and more solar city buildings are a must
- I disagree with all the building of New homes. Even underground was will run out. Desalination won't be enough. Apparently the City only cares about how much they will get with new homes. 20 plus more homes approved on the north end of Pio Pico...stupid. where is the water. CA will run out of water....Even the water we will get via desalination will not be close to what we will need.

Verbatim Responses: Sustainability

- Increase consumer education on NOT PURCHASING plastic and lure a refill center such as Blue Dot Refill to Carlsbad to serve North County and assist in keeping waste out of our landfills.
- Help make it more attractive for people to switch to green options
- This is not optional.

The city should consider radical moves to curb water waste, encourage local production of energy, water recycling, cisterns and indoor agriculture. Perhaps rezone commercial structures to allow retrofitting to indoor agriculture.

- Most of this is trumped up BS shoved down our throats by liberals wanting more control. Water is the biggest and most important issue
- The desalination plant will not solve our water problems. Expensive project, producing 4% of useable water? What effect will it have on the sea life with the ingestion of fish?
- I don't see any places where it is easy to recycle. Guessing Carlsbad relying on the Mexicans to go thru the trash and sort out old bottles and bring them where they belong.
- continue to be forward thinking...
- Why do we lose so much water when it rains? Seems that by now we should have figured out a way to capture the run-off when we have rain.
- Consider growth carefully, and be willing to protect open space and minimize wildlife displacement.
- I am excited to continue to learn more about the desalination project and what that will mean to the City of Carlsbad!
- Carlsbad was lucky to dump Poseidon Water treatment on the County. Has this company ever made their sustainable water work?
- Continue current initiatives. Provide an opportunity for plastic bag recycling. Also starting a community garden would be nice.
- Let's make sure that the desalinization plant doesn't harm our local ecology. The salt brine needs to be dispersed through an underwater chimney out to sea. If not, we will decimate our local sea life.
- stay in the direction the city of Carlsbad is going.
- Finish the desal plant
- This question is laughable. There aren't enough resources like water for the people now! But you keep building more houses and restructuring buildings and zoning for higher density population! You can't possibly be asking these questions at the same time. How can you do both? Stop building! Stop increasing the population in Carlsbad.
- Provide incentives for increase in recycling and solar initiatives. Involve students in these ... Get them involved early to make it a lifetime habit
- Continue the path you have started with recycling, water conservation.
- Go green, solar, desalinization
- More public knowledge of common everyday issues the general public could be implementing on a daily basis
- Carlsbad has already showed it does not value sustainability. By constantly building over farm land to make condos and town homes. Developers are taking away the essence of sustainability.
- Expand the desalination plant. (A huge task, I know ;)

Verbatim Responses: Sustainability

- Conserve and protect
- Making the community economically viable is what matters. The deal plant is a good move. Recycling and cleaning up are good moves. The rest is for individuals and their lifestyles. This sounds like a liberal manifesto... Is that Carlsbad? How about protecting freedoms? Is that in the plan?
- The delautation plant is great start, more open space with more greenery
- Farm to table
- Implement ongoing education programs on these subjects.
- Make it easier to recycle...also more ways for the community to get involved in sustainability projects
- Solar energy
- Put more recycling bins, donate more to the homeless. Make housing more affordable.
- Get serious about water waste. Provide incentives for getting rid of lawns and setting up precipitation catch basins for our community. It's amazing to watch all the runoff from rain go into the storm drain. We should be capturing that water!!!
- Educate
- Create a green initiative for schools. Solar energy and more recycling receptacles throughout the city.

What should the city do, either right now or in the future, to help achieve the value of "Walking, biking, public transportation and connectivity?"

Verbatim Responses: Walking, biking, public transportation and connectivity

- I think Carlsbad offers excellent public transportation options.
- Do an environmental study to expand the runway at CLD to ensure Carlsbad residents can continue to commute easily.
- The recent addition of crosswalks on the Coast Hiway should be changed. It is very difficult to see anyone in them. The one at the 7/11 closer to CBVD at least has flashing lights. The ones that were installed in Encinitas that are built into the ground are wonderful. Maybe not Encinitas but just South of us.
- more trails for kids to ride bikes that aren't too hilly
- What makes sense is what we should do... no social engineering a la Agenda 21
- I don't exactly know what to do But there is just too much auto traffic thru the Village to feel safe. Either biking or walking.
- 1) Keep bike lanes wide.
2) More pedestrian crossings on Carlsbad Blvd, south of Palomar Airport Rd., to extend the "village" feel you have created to the north of Palomar Airport Rd.. Leucadia and Encinitas have done an excellent job of slowing traffic on the Coast Highway to the south of La Costa Blvd.
- Have sidewalks, and keep them clear and maintained
- LINK PARKS AND OPEN SPACE FOR WALKABILITY AND CONNECTIVITY.
- Ensure safe places to walk and to bicycle (not shared walk/bike) are clearly painted onto the pavement.
- open trails in preservation areas; continue good bike lane construction;
- More bike support infrastructure in downtown. Add more bus zones for pick up / drop off.
- Synchronize the lights on El Camino. Make a walking trail from Agua Hedionda Lagoon to Kelly Ave. I like the bike lanes, perhaps more? i love to walk and wish there were more areas in District Five that were available (none right now)
- Add more biking only trails like the rail trail between downtown and Tamarack. Also have one block down town be a walk Street at least in the summer to promote outside dining.
- Get us out of our cars, regrettably Carlsbad is built on the car. if you do not have one you are at a real disadvantage work to reduce this problem
- Limit excessive growth of population, housing, businesses, cars, trucks --- focus on what we have now and make improvements
- see my answer to first question
- Develop an app for citizens to tag problem areas such as unsafe sidewalks, dangerous pedestrian crossings, etc. which will enable the city to efficiently plan and deploy resources to address these issues.
- Create dedicated walking/jogging/biking paths that are not part of main streets. It is dangerous trying to ride along bike paths that are along roads meant for automobiles. Also, create underground paths that cross main road boundaries so to not have to wait for street lights and almost get hit by cars that are not looking for pedestrians. Create a few major dedicated paths that go from the eastern portions of the city continuously all the way to the beach.

Verbatim Responses: Walking, biking, public transportation and connectivity

- Timely connections with the Oceanside transit (trains) need much work. No timely links from Poinsettia station trains or buses to connect with trains going North work early in the morning. Also need more trains going North for morning commuters. Otherwise give up on using the train system for commuting. Metrolink gave up the 7:30 train north which made it impossible to use the trains.
- Establish partnerships with agencies involved in carrying out such goals
- Link trails. Connect the city.
- Keep making roads bike friendly. Doing great!
- Have a dedicated bike lane separate from vehicles. Widen sidewalks.
- Continue to improve the roads to make biking enjoyable a safe.
- More and wider bike lanes
- Continue to provide good sidewalks and bike lanes.
- This is very important. A bike park can be a great motivator for kids to ride their bikes for fun. While having fun, they are getting fitter and healthier and are more likely to use their bicycle for transport as well.
- finish rail trail from tamarack to La Costa and make path using access roads along open space corridors in Rancho La Costa and Aviarra to connect with rail trail so families could ride from neighborhoods to downtown Carlsbad and to the beach...being able to use bicycles would alleviate car parking issues
- Divert NCTD buses with Cannon and Poinsettia or PAR. Buses causes many issues with surfers, walkers, bikers, and cars stopping mindlessly along Carlsbad Blvd. Not needed on the Blvd but are needed on Avenida Encinas where the workers are who ride the bus.
- More bike paths without traffic (not bike lanes, but bike paths like Mission Bay/Mission Beach and Coronado) so families can bike safely with their children without worrying about traffic.
- Improve the automated traffic system to be more efficient. Finish Poinsettia to Camino Real
- Connected Bike paths and trail system for commuting. A community Bike Park. Instead of tearing apart Lake Calaveras better development of the trail system would be great its a jewel
- bike path paralleling train tracks
- Don't take street space away from vehicles. Doing that is dangerous to everyone.
- More public transportation. Buses. We have plenty walking and biking availability.
- Provide parking lots outside the village center to reduce traffic. Add dedicated bike and walking trails connecting the quadrants of the city. Expand public transportation between sections of Carlsbad and neighboring towns.
- Since it's always so nice outside we should be able to enjoy everything carlsbad is, and that's not just the beach.
- Coaster to San Diego. Have better times for tourism
- improve bus availability, routes
- more sidewalks
- seems like the village is already responding well to the new feel with bike lanes and cross walking at intersections and circle roundabouts
- Develop new trails and promote existing trails with organized walks and biking events.
- where to park the car and get shuttles around the walk, bike, and =beach sites.

Verbatim Responses: Walking, biking, public transportation and connectivity

- Develop and connect safe bike routes to be a viable means for commuting to other communities and workplaces.
- Don't reduce the traffic lanes to accommodate bicycles like you did on Aviaria Parkway.
- Continue the upkeep or construction of new trails/bike paths throughout Carlsbad.
- Continue work on the rail trail so that the path within our city is completed.
- More secure bike parking, community bikes!
- When planning future growth make sure that walking, biking and transport are an integral part of the plan.
- More events for adults
- Reduce speed limit on rancho sante Fe road and el camino real! Enforce no texting law, drivers aren't paying attention
- Make 101 safer for pedestrians.
- Create a crosswalk on Carlsbad Blvd on the west side of the Tamarack Ave. intersection. Thousands of visitors cross that intersection every day, but there isn't a safe way to cross on the west side of the street. Also, south of Tamarack along Carlsbad Boulevard, the railing consumes about 1/3 of the sidewalk, making for a very narrow sidewalk, especially considering the high volume of pedestrians every day.
- Park avenue needs help for its bike traffic along the lagoon. Bikes frequent that route, and drivers are poorly advised as to what to do with them. Ultimately a walkway on the lagoon side with room for bikes would be ideal along that particular stretch.
- Lights on all downtown and Blvd. crosswalks for safety
- Create a bike path like those of many other cities that engage all walks, or rides, of life. The city of Lakeside has a beautiful terrain facility with natural features.
- More bike lanes and more public transportation
- safer bike lanes throughout the city. El Camino Real is a real problem area and there are many cyclists that use this road.
- Get people who enjoy these activities engaged on the various committees to offer input and assistance.
- Yes, but at what cost? My guess is most people will agree, but they won't ask the hard question what will it cost. And if the cost is defined and given, staying within a realistic budget seems elusive in today's public sector climate.
- Again, the bike racks are fantastic!!! The Coaster stop in town is perfect for visitors..
- Redo bridges with better and safer walkways and bicycle paths. Tax the NCTD to pay for better bridges, safer railway crossings. Build safer bike lanes.
- existing biking measures have made travel by current residents both dangerous (lanes too narrow, no room for evasive maneuvers), difficult, and unattractive
- Better railroad crossing in village
- Better enforcement of biking laws to keep bikers and motorists safe.
- Addressed in some of my previous answers. Could use art work on sidewalks for sightseeing walking routes. Clever themed bike route signage. Mini buses instead of large buses. Do things to make the buses cool to use - revamp image.
- Sanitize the side walks where dogs have done there business. Along Carlsbad beach it is spotted with left overs. Cant be healthy.
- Would like to see better traffic management thru 'calming' techniques like traffic circles. Less traffic lights.

Verbatim Responses: Walking, biking, public transportation and connectivity

Bike lanes are already prolific and walking is encouraged thru proper zoning (la costa town square)

- Widen bike lanes to protect cyclists and runners, extend the Coastal Rail trail and add more lighting for night guests or early morning persons, increase the service times of the coaster to invite more people with the flexibility in travel schedule
- Add some trail areas
- continue to improve biking trails and providing places for bike parking. Adding more safe pedestrian crossings on Carlsbad boulevard with flashing lights
- Link the campgrounds with the village and maybe provide some sort of shuttle bus to enhance the village business in the busy times of the year.
- I agree with regard to the opportunities for folks to get around without cars.
- New paths should be much further from roads due to high speed limits
- I think there are plenty of bike lanes as is. The City has done well with walking trails in these new communities too. Besides getting rid of hills there is not much more that can be done. I don't use public transportation so I can not input on this.
- More walking and biking trails to connect neighborhoods
- These are the transportation modes of the future. Consider a pedestrian zone in the village, as well as increased public transportation connecting more neighborhoods to the centers of activity in Carlsbad.
- Improve bus transportation, maybe a beach shop shuttle in the summer
- Connect trails and paths by making more available to runners and walkers. Ex: around lagoons and other open space and how it connects or doesn't connect outside neighborhoods for access
- Optimize the bike paths for both road and off-road, more single track
- Nothing. Not a high priority.
- Have Light up walk signs. Drivers are not familiar with what to do in the cross walks that are not at light intersections.
- Initiate better interconnected transit to the east and south similar to Bart in San Francisco
- Post signs throughout the city, maybe even billboards encouraging people to use their bike or walk, the more normal and encouraging the city makes it, the more successful it will be.
- Dedicated bike lanes. Better sidewalks. More bus lines. A tram like Santa Barbara?
- Low priority
- street sweep the bike path areas, all the rocks are kicked off the main road to the side where the bike lane resides...true danger for road bikes with small wheels...better yet put a barrier between the bike lane and cars.
- The more the better
- Better private walking and biking trails... too many pedestrians and bikers sharing the road and accidents.
- Continue to promote as evidence by what I see the bike paths, maintain parks, and current and enhanced public transportation, as well as timely emails/surveys such as this one.
- Stop development
- We have the best weather but the worst bike paths. I live by Tip Top Meats and I don't dare ride bikes with my kids to the beach. The Palomar Airport Road bridge over the

Verbatim Responses: Walking, biking, public transportation and connectivity

train tracks is a no-go zone for kids and Poinsettia isn't all that great. Bike only paths are key and when those are built we'll have everyone riding their bikes all over the place just like the boardwalk in Mission Bay/Beach PB area.

- As a bike to work enthusiast, public transportation is critical to the life blood of the city. Keeping as many cars off the roads as we do, and really encouraging others to ride/take alt means of transportation, is really what I love about carlsbad.
- The city should have more walking and running trails. Not for mountain bikes.
- Lots of overlap with the previous items. See this comments.
- I would emphasize the public transportation, which should be frequent enough to make it practical. people can only walk so far, and biking is very dangerous.
- Have separate safer bike paths on the coast to minimize injury from cars.
- I would love to see carriage or old car rides offered in the Village. I think it would add charm and children would love it
- See previous answer. Also, added public transportation East to West would be beneficial.
- Continue adding bike lanes to as many roads as possible. I think adding more trails to the Poinsettia trail network would be a great addition as well.
- More trails, more bike paths for commuting that are off main roads
- Fixing old neighborhood sidewalks. Create safe sidewalks. Really like the trails to allow for walking/biking with family not on a city street.
- Public transportation is needed greatly Vito don't see this being a priority since less than 8% of Carlsbad residents use it
- Safer venues for cycling and walking
- It would be cool to connect trails in open spaces to sidewalks and bike paths that safely create pathways to the beaches and parks. I don't see our community using a lot of public transit. Possibly shuttles from parking areas further inland to beaches due to limited beach-close parking.
- Public transportation is a waste of millions. Our busses are empty now so you want to add more? Or do you desire a bullet train from the Encinitas border to the Oceanside border.
- Market these transportation methods. Talk about the train and where you can go. Add to tourist info.
- Empower public safety and city personnel to award citations to pedestrians, cyclists, and mass transit riders that are worth \$5-20-at the farmers market, and local shops! Reconnect the neighborhood footpaths and walking trails that have been fenced-in by newcomers, sloppy fencing, and lack of public rights of way enforcement: this makes it much easier to walk to a nearby bus stop that became a 2-mile walk after new developments were put-in. Install a FREE city-wide WiFi network, installed and maintained by local students and Carlsbad Library's IT department.
- If you stop building everywhere, traffic wouldn't be such a disaster everywhere go in the city.
- Come on. Anyone who wants to go for a walk or ride a bike in Carlsbad can do so. Money does not need to be spent on such things.
- Make sure that whatever is planned pays for itself, especially public trans.
- More bike trails and accessibility to lagoons for paddle boarding

Verbatim Responses: Walking, biking, public transportation and connectivity

- A totally unused bicycle lane on El Fuerte has nixed diagonal parking across from the Elementary School leading to a parking "goat rope" every morning. Bicycle lanes on El Camino are dangerous to both the two-wheelers and the four-wheelers. It's a mess.
- More street lights
- Cycling from the east side of the city to the coast (especially in the north) is a bit sketchy. Of course, Canon is unusable for that purpose right now unless you have a death wish, and Chestnut still has an inordinate number of cars that drive in the bike lanes. Carlsbad Village is really bad in spots. Also, what about promoting disabled outdoor mobility. Promote wheelchair "running" or rolling events.
- Improve sidewalks.
- It is so difficult to commute around Carlsbad to San Diego (UTC, Carmel Valley, southern beaches, Del Mar). It would be nice to have bus routes / trollies / trains connect to other large local hubs. Right now, I can't even get to my local train station without driving! I would love to be able to ride my bike or walk to a bus stop, and get to work without my car.
- Better trail networks within the "old Carlsbad" area. The rail trail is an ok start but is isolated and potentially unsafe with walls on one side and a fence on the other.
- Keep RVs off Carlsbad Blvd beach parking, maybe village shuttles from parking lot areas?
- Additional crossings or bridges from the neighborhoods east of tracks. Will cut down traffic on the current main streets & create better cultural connection east/west.
- The transportation and options are adequate enough
- follow a program that has worked in other area's of the country... no reason to spend money on survey's
- Bicycling and Running are a major attraction for recreation and events. We should expand on that, by maintaining the bike lanes (the new ones the paint is already worn away). Runners and Bicyclist are constantly dogging each other, you had in the oversize (RV's) parked along the coast and this creates a hazard.
- No suggestion
- Cleaner buses with better seats, air conditioning, and WiFi. Free public transit at night on the weekends so when people drink everyone is safe, would increase downtown revenue also.
- Work on the coaster times. The last coaster leaving downtown to return to Carlsbad is 9pm! It should be later
- Carlsbad should host a CicLAvia in which a few miles of streets are closed off for residents to walk bike and use alt modes of transportation Los Angeles hosts 2 a year
- provide safe access for biking and running. promote coaster use.
- Better bike trails
- Doesn't seem needed.
- Revise a crosswalk system to be all the four-way stops throughout the city. Larger bike lanes repair all the village walkways and curbs so that there's no dangerous cracks or uneven areas
- If it was possible to have a trolley system through our city, that would be great!
- Provide access to the Coaster Stations. Provide bus stops to frequently travelled ways.

Verbatim Responses: Walking, biking, public transportation and connectivity

- I do not see a lack in public transportation in carlsbad. There are plenty of bike lanes and walking has never been a problem. I don't really see what you could do in the area of transportation that would really be of any benefit
- Feel like it is very good already
- We need the lighted cross walks like we have on Coast Highway and Oak st all down the coast from Carlsbad village drive to Tamarack.
- Better bike paths
- Provide easier ticketing just for coaster trips within the two city stops.
- More biking lanes
- The city is putting too much focus on bicycling and ignoring traffic issues.
- More and better bike lanes. Forget public transport, it is fine.
- hard to do with build out...can't walk too far with four bags of shopping items you just purchased!
- More walking trails and more dedicated bike paths. Reduce speed in roads to make it safer for pedestrians and cyclists
- Better bus transportation and services for seniors who cannot easily bike or walk far
- Walk and bike path along the entirety of coast.
- Provide a trolley that rotates around the city, beaches, connecting shopping, and other attractions to encourage less reliance on cars. Make biking safer and the walking experience more pleasant. People do not enjoy walking along a busy corridor like Palomar Airport Road or El Camino Real. BE innovative. Have a parking garage with interesting non-chain artisan shops on ground floor at the entrance Carlsbad Village Drive and inspire people to walk to the beach side end, where there can be another parking garage. People would pay one fee and be allowed to park for the day. (Look at Portland, Oregon model for transport and connectivity) Thank you.
- Increase walking and biking routes.
- Better bike trails throughout the community away from the roads
- Make trails more accessible and safe by lighting and regular patrols
- Build more bike lanes and bridges to get across the railways. The railway splits Carlsbad with only few spots to cross it.
- Put stop signs or lights at all crosswalks on Carlsbad Blvd
- more boutiques, shops and eateries. less liquor and shady stores. we need to think of the kind of people we are attracting to down town.
- Keep open space with connecting trail systems!
- route bike trails through side roads versus main streets when possible.
- Increase local transportation use would help traffic issues. We also need better access for seniors (and I'm saying this as a young 30-something-year old).
- Ensure safe conditions for people who use anything other than a car for transportation, including continued efforts to keep roads clean.
- Locating work centers and high-density housing near public transportation is sensible. But I'm not surrendering my car any time soon, and neither are my neighbors, so efforts towards alternative transportation cannot, must not supplant forward-thinking traffic management.
- Push NCTD to increase bus routes and stop frequencies and increase Coaster trains and hours.
- Save open space

Verbatim Responses: Walking, biking, public transportation and connectivity

- Make it safer to bike and walk - well lit neighborhood streets and corridors.
- It is excellent as is. What is not excellent is our on ramps and off ramp beauty. There is not consistent trash picked up on Hwy 5 and I don't care if it is state owned (Carlsbad can make deals to influence the state or just go pick up the mess). How come Oceanside sides of the highway are better looking than Carlsbad. Spend more time beautifying all of Olde Carlsbad landscaping all the way through the residential areas. They are not keeping up with the newer/south parts of town.
- Increase number of trails in the habitat areas.
- Most residents don't use public transportation. Walking or biking don't require city involvement
- For me, and maybe others, walking or biking is not an option. The bus schedule is very lean and difficult to follow. Most of the bus stops are not covered & no where to sit. Bicycles are often not in their lanes, and ride side by side.
- Changes to carlsbad blvd have been good for cyclist. Traffic patterns and volume on El Camino are a major problem. Widening of the lanes turns into a highway. A sensible extension of college needs to be accomplished sooner than later
- Whatever possible to make public transportation more accessible using clean energy vehicles.
- Think creatively about increasing small business. For example, more access to local/North County fruit and vegetables and daily essentials within walking distance. Facilitate multipurpose use of buildings or spaces to conserve, build community, expand businesses and community services (good for art & culture).
- Public Transportation is fairly weak in Carlsbad
- More bike paths that are not on the street or are safe from motorists in some way.
- Great job with the bike lanes and sharrows. Keep going!
- Love it all from my standpoint.
- More clean & safe public transportation!
- I use the walking paths, and love many of them.
- Help make our streets less crowded and safer!!!!
- Bike parks
- Pedestrian and vehicle safety enhancements for railroad crossing. Eliminate left turns at dangerous intersections
- While owning a private car is important, increased public transportation is great to help us as a city go green and to keep our city less congested as possible. I would suggest the city creating their own Uber system specifically for Carlsbad residents.
- I'm selling my rode bike. It's too scary out there. Drivers are too mad.
- Help people find the information. I definitely would not feel safe riding my bike around. Narrow bike lanes, not set up for bicycling. I like that the community feels safe to walk in, including at night.
- More east to west walking paths.
- I think the bike lock areas were enough. I lived downtown and biking around town was easy.
- Widen the roads or give them areas instead of the middle of our narrow streets. Please
- More sidewalks on both sides of the streets. For example, La Costa Ave.

Verbatim Responses: Walking, biking, public transportation and connectivity

- Safety of coastal running & biking areas are critical. Especially safety from motor vehicles.
- Create bike paths to keep riders safe.
- I like the idea of building bike paths free of car traffic. And like I said before, more sidewalks.
- I think there are lots of available options now
- I want to see more policemen. I walk every night on the boardwalk from the village to south tamarack beach. I see drug deal, homeless folks, and kids on the lifeguard towers smoking pot...we need to feel safe while living a healthy active lifestyle.
- Off leash dog beach section even if restricted to certain hours/months
- Create more biking/walking trails away from cars. Also connect the city with trollies.
- Connect Poinsettia as bike/ped path. Connect Batiquitos lagoon trail. Narrow Carlsbad Blvd to two lanes and add a nice user friendly trail through Carlsbad. We are unique along the coast that most of our coastline is visible and accessible from Carlsbad blvd. we need to set an example for other cities and make the coast a true leisure recreational walking and biking corridor. No other city in north county can do it. We should
- Make the access to these various methods, safer and more comfortable. Blinking road lights when pedestrians are crossing near the beach, water sources for humans and pets, more rest stops with shade on trails and in the village
- Increased coaster hours on the weekends. Powerwash sidewalks in the village.
- During school year, NCTD needs a bigger bus # 325....Have buses east and west in the South Cbad
- Most popular route hands down is walking or riding along the beach. Why all the cars near Tamarack? Why no convenient walking trail and bike route at campgrounds? Why is the road not moved over 10 feet to make this path happen between campgrounds and Tamarack?
- I would have someone at the stations to explain to tourists how to get tickets, where to wait, etc. You used to have someone in Carlsbad Village station, but no longer. I answer a lot of questions when I am there.
- Bikes need to be removed from areas where there are cars driving by at road speeds
- I think you pretty much need a car to live here. Commuting is more of a county-level problem. Bike lanes are good here in my opinion, but I would guess they are used more for recreation than transportation.
- More parks that are within walking distance for older Carlsbad families
- make bikes buy licenses to help pay for the trails and bike lanes like we used to do in the old days
- I don't want more money spent on increasing public transportation. It affects such a small number of people.
- Provide Carlsbad-owned public transport among all Carlsbad neighborhoods, the village, the beaches and parks. (at low/no-cost to children, seniors and disabled)
- A quiet zone would be nice. Grand and Carlsbad village drive tend to be really noisy area.
- Provide information for residents on walking trails, what public transportation is available. STOP BUILDING shopping centers - we DON'T need more
- again synchronize street lights

Verbatim Responses: Walking, biking, public transportation and connectivity

- Increase accessibility for biking, walking and public transportation without hurting the environment - green buses, for example.
- The city does a pretty good job, especially with bike paths. We could support better connectivity and more frequent hours for the Coaster. We would take the coaster to San Diego in the evening if we could get a train back again.
- South Carlsbad is cut off from the "Village" due to freeway congestion and no reasonable surface street access, or parking in the Village. Unfortunately, I rarely go downtown for this reason. Maybe trolley pickups from the regional parks to downtown will give us South Cbad access to our "Village"
- More walking paths, more public transportation options.
- Again, I invoke the specter of Queens, New York. Carlsbad is a jewel; let's polish it and enhance it for quality of life.
- The number of bicycles on the coast is a disaster waiting to happen. They are a major traffic/safety issue. Tickets need to be written immediately!
- walking/biking paths, van/shuttle services especially between Cbd high school and various pickup spots throughout the city
- Public transportation is most important. There is sufficient walking and biking opportunity.
- The current concept of sharing the road with bikes and cars is neither safe nor in keeping with the concept of a modern city in the 21st century. Streets near or along the beach may enhance the image of a "beach community" if bike lanes are provided. However, sidewalks could be utilized for bikes in most other locations.
- Public transportation systems are fine. I do object strongly to bicycling as a viable and safe method of transportation and also strongly object to the city adding new bicycle lanes for people. It is unsafe to "share" the road with bicyclists as evidenced by the number of accidents and deaths of car vs bikes. Why would the city condone adding more bike lanes to those already dangerous lanes that have been forced on the citizens of Carlsbad?
- Increased usage and charging stations for electric wheelchairs
- ?
- It is too late to fix that major mistake that has already been made. There should have never been money wasted on two rail stops both of which are in the most stupid place possible. I have spoken to many residents who can tell me why this mistake was made. I shudder to think what the kick backs were and to who they went. Biking as transportation is a license to think the population of the CITY. I have already witnessed three major bike accidents: one dead on the pavement, one died later in the hospital and the third will never ride a bike again. Bikes are for recreation not transportation if you care about the welfare of the citizenry. Stop wasting money to death trap bike lanes.
- Fix La Costa Ave speed problems and reduce speed in La Costa to 25mph make it one lane both ways with minimum of 10 roundabouts and make median and landscaping in the middle. Also widen the sidewalks to comply with ADA requirements. If you fail to do this and another deadly accident happens again city will be paying a lot of \$\$\$\$ for negligence.
- Make transportation routes safe for whatever the mode...good road markings, signage, and routes.

Verbatim Responses: Walking, biking, public transportation and connectivity

- maintain open/green space so that walking and biking can be done safely and in areas that are appealing. Development is crowding out open space and the city is losing its charm and small town, beach community feel. More and more housing, especially in areas near the coast is a mistake and will ruin this beautiful town making it crowded, congested and a generally unpleasant place to live or visit.
- Either install parking signs explaining violations, or quit ticketing for unknown infractions.
- Make it easier to commute on bicycle and on foot.
- safer bicycle lanes, more trails and streets scaled to the human level of pedestrians, even on thoroughfares like El Camino Real, Palomar Airport Rd and College Bl. Pedestrians look and feel out of place in many of these routes. Landscaping and human scale details would make them more inviting for walkers, runners and ordinary pedestrians. Walking along a fast, busy road need not feel as exposed as it does.
- This is a tough one. Once again I trust that the city is doing their research and will continue on keeping our city safe and transit able for all its citizens. But controlling population growth might be necessary to actually make this happen.
- Increase public transportation. Forget about "Walking"!
- Connectivity of all sidewalks-not the hodge podge hit & miss we seem to have. Safer biking without eliminating cars. Trolleys for the village & beach areas & to connect other shopping areas so we don't have to get in car to drive to each separated area.
- Continue to enhance all travel options as our city grows.
- Bike paths and trails wherever possible as part of any development.
- public transportation, less new homes, enforcement of no stopping parking in the middle of the street to pick-up drop-off high school students, traffic lights around high school, mandatory drop off - pick up 2 blocks away from CHS
- create bike paths, this will make us more of a destination
- Limit housing. Increase public transportation. Promote biking, running, walking.
- Great job with bike racks in the Village. Now we need the Red bike rent program for visitors to the hotels. We need to get a wider pedestrian path and/or multi use path from the village to La Costa which is safe and divided from the cars. More off road bike paths should be incorporated into all developments. We need a bike path from College Blvd to the Beach along the Buena Vista Creek and the Buena Vista Lagoon. You should put Grand through to Pío Pico to take the pressure off Carlsbad Village Dr. It frequently gets backed up to State Street from the freeway.. UGH. We need the trains put below street grade and we need pedestrian bike access to the beach across the tracks. We need a large public parking lot along the tracks so the folks going to the beach can park there and walk to the beach... like Oceanside has. We need multilevel parking structures in the Village to accommodate the increased population and visitors. Most of the lots are full already on a daily basis. Folks won't come if you don't have parking..
- please don't narrow the streets, there is too much traffic now.
- Study the flow. We have done enough for the bicycles. Look at traffic patterns. The signals going west on Elm - Carlsbad V. Dv. work great. Not so much eastbound.
- Please stop the development. The argument for growth, has caused there to be extensive traffic congestion that affects our quality of life. The new Roberston Ranch development that has yet to be built is going to cause travel on El Camino Real and

Verbatim Responses: Walking, biking, public transportation and connectivity

Tamarack to exceed 30 minutes driving time. That is time I lose at home with my kids. I and several of my neighbors in the Calavera Hills community are upset about that.

- Continue to work with citizen groups, like Bike/Walk Carlsbad, to improve the safety of biking in Carlsbad. Increase width of bike lanes; paint BIKE LANE symbols on road, more frequently than legally required, along the coast (seems to be a BIG gap btwn BIKE LANE wording southbound btwn Tamarack and Cannon. Install solar flashing lights at crosswalks at coast between CVD and Tamarack.
- I drive everywhere.
- bike paths, walking paths, park spaces,
- Quit building - Does anyone know of a real estate developer that the Mayor and City Council didn't love ? I can't think of one either.
- Synchronize the traffic lights
- Improve the I5 Carlsbad Village Drive ramps. Improve bike lanes and sharrows in the village
- Frequent public transportation - may not necessarily be long distance. For example, on-demand or frequently available modes of transportation from Carlsbad to San Marcos, Encinitas, Oceanside, or bit inland.
- It would be great to complete the RR crossing at Chestnut
- Most biking is recreational and will never be a substantial transportation mode except for a small part of the population. Therefore, don't over emphasize this area. Until the public transportation system is designed to get people where they want to go in an efficient and cost effective manner, relying on public transportation is a joke.
- I am an avid mountain biker and I have to say that the share the road with bikes symbols throughout the city is unsafe. As I drive down Carlsbad Village drive from College. I have always ran into a biker in the middle of the street. All traffic comes to a halt because there is not enough room to pass. The best part is that the side walks are empty and the biker decides to ride in the street because they can. Unsafe and a bad idea.
- I saw the pick up a buck for the street fair. Great idea... No parking in state street is frustrating if you want to shop. I have changed my mind many times by circling through, and shopped elsewhere.
- Review previous comment
- no suggestions
- How about a shuttle running from the beach to the downtown during the summer? Santa Barbara does this and it gives hungry beachgoers more ready access to restaurants
- Add pedestrian crossings along Chestnut at Madison and Roosevelt. The city seems to be waiting for a negligence law suit due to a hit and run at one of these intersections.
- Continue to improve the walk/bike access on coast hwy south to La Costa Ave, connect the rail trail to the strawberry fields area through I-5
- no comment
- Reduce the amount of cars, especially during "high-season", with public transportation that connects highly visited tourist areas/attractions.
- Continue to add and or improve bike lanes in the city. Create some type of a family cycle event to get people back on their bikes.

Verbatim Responses: Walking, biking, public transportation and connectivity

- I completely agree with this and love the idea of increasing options for running/walking and biking. This is a great initiative
- Plan with walking, biking and public transportation at the center of all future development and existing communities where feasible.
- We need "functional" bike paths. Paths that allow kids to ride to school off the streets and adults to ride to shopping out of traffic. New neighborhoods continue to be designed around cars and the Council continues to approve this old school method of development.
- Keep the bike paths in good condition. Address beach parking in the village.
- Build the Coast Trail now from the south end of Carlsbad to the north end. Like that this also connects residents to the Coaster and other public transportation. Please don't delay in getting this in place.
- Preserve trail systems, link existing trail systems, extend bike path adjacent to the train to entire length of rail through the city, time traffic lights to improve car traffic flow, limit new development so the city doesn't become more congested
- Please make UNPAVED trails connect and actually go to relevant points, away from mad automobile traffic. Dedicated bicycle/pedestrian pathways are severely lacking in this city/county--while efforts to improve biking friendly environment in Carlsbad have been noticeable, the prevailing aggressive automobile culture makes even the wider bikes lanes just as perilous as narrower ones. Dedicated bike lanes are the only way to really encourage more people to bicycle commute and to bring out their families for two-wheeling adventures. Pedestrian crossings have also been much improved in the village, but drivers are still aggressively ignoring pedestrian right of way.
- Start supporting a carlsbad uber system with local app. Maybe have bike stations with free or low cost rentals at beaches and e lcamino real major intersections.
- Iron Horse Regional Trail in East Bay, Northern California offers 32 miles of biking and walking, and has the Bart system that intersects part of the trail, so many can travel to and from certain parts. The Iron Horse trail is connected by bridges, goes through downtown areas, and is on the perimeter of local parks. Carlsbad has the active citizens, but needs the overall budget and plan to execute a trail inter-city transportation system that stands the test of time.
- Wider sidewalks, better lighting in the Barrio area and flashing lights on Roosevelt, Madison, Jefferson and Harding leading to the senior center like the ones on PCH and Oak. more flashing lights crossing on PCH to the beach. Pedestrian crossing at Chestnut and the tracks to the beach.
- Public transport should be a backbone of any well rounded, engaged city.
- Maintain sidewalks
- Place more trash cans along the trails...having trash cans at the beginning and end is not enough...we need them in the middle...this is where I see more trash as people do not seem carry their dog poop long distances
- make the roads safer for walking and biking and increase public transportation. Most people I talk with think it's too dangerous to bike in Carlsbad and public transportation has been cut in the last year.
- Close some of the downtown streets to automobile traffic.
- more bike paths
- From my experience this has been adequately managed and options are good.

Verbatim Responses: Walking, biking, public transportation and connectivity

- Build safer bike lanes
- Current signage suggest bikes should share the road, but in reality vehicles need be more responsive to actually respecting California laws in regards to the 3 foot passing space. Also incorporating more one way streets and other traffic calming measures are helpful.
- Calle Barcelona is a great example of a street that lends itself to walking and biking. More streets like that.
- Am worried about traffic with new building that is happening...need to focus on this issue
- Focus entirely on walking and biking and stop wasting money on public transportation.
- Make biking safer and well lit walking paths. As well as spending more money on Dog Friendly areas.
- Provide more + Maintain hiking, biking paths and walkways.
- Keep on, keeping on
- maintain walking/hiking trails
- What's happening with the "rail trail?" We only have a short section. I was really looking forward to that!
- school buses are much needed at the schools. It would alleviate traffic.
- Put in more walking trails far away from the street and maintain the ones we have.
- Would like to have more walking routes. Can we get one around Agua Hedionda?
- Promote the use of cycling through bike paths. Give incentives for people to drive less.
- Put strict mph signs anywhere there are bike lanes. Free wifi hotspots throughout the village.
- It would be nice to provide (electric) shuttle to/from main areas to limit traffic and driving.
- increase the safety and protected lighting on our rail trail.
increase signage on the traffic circle at PCH and lower State street for bicycle traffic, they are not observing the rules of the road.
- Shuttle from downtown to our 2 malls.
- Provide more resting areas or benches along walking areas, especially in the village. This will encourage longer walks and contact with merchants.
- as above
- It seems implementing these types of projects ultimately means inconvenience for those who don't wish to walk, bike, etc. by way of alternate routes, less toad space, Longer wait times at traffic lights and crosswalks. Do long-term residents have a voice in these matters?
- more bike and walking paths that are shaded.
- More bicycle lanes, walking trails and other means of traveling.
- This may be a value but it is not a reality. Many kids want to ride their bikes to school but parents won't let them because it's not safe, especially in Olde Carlsbad near Vally/CHS/Magnolia schools-- no safe place to bike, which is why there are so many parents delivering kids to schools in cars.
- Let people know more about the transportation options. What is the Breeze, etc. - where does it go. Promote more public transportation.

Verbatim Responses: Walking, biking, public transportation and connectivity

- critical to make it a viable option for people to commute or pursue recreation. Now can be very dangerous for cyclists, or very difficult & time-consuming for those trying to rely solely on public transport and/or combine walking & cycling with public transport.
- Reconfigure the confusing bike lane on the highway from Angelos in O'side through the Carlsbad roundabout. Move the new sculpture out of the roundabout to a location in the village so people can see it and be closer to it. The sculpture is currently hidden behind a road direction arrow.
- Widen sidewalks, protected bike lanes, roundabouts, shuttles to beach, services and retail in the village that residents can actually use.
- Provide ample budget to complete city trails and connect them, so that family-safe (not bike lanes on busy roads) routes are available to beach, schools and other destinations. Carlsbad has a world-class beach, but it's very hard to get to, especially if not in a car!
- Bike trails that would keep some cyclists off the streets. Better enforcement of driving laws for cyclists who are careless.
- No need to go overboard
- Increase bike paths walking paths public transit
- more bike lanes
- Biking maps, education and signage. More dedicated bike routes. It would be wonderful the have a bike route along the beach. I would also like the see Carlsbad link together our bike paths with neighboring communities.
- Provide some incentive for alternate transportation opportunities.... Maybe consider bus passes for youth?
- Increase bike paths and public transportation.
- I would like more stops/increased schedule on the coaster. I would like to take the coaster from the village station to San Clemente instead of having to go to Amtrak in Oceanside.
- Widen beach walking boardwalk and allow leashed dogs on seawall boardwalk.
- More sidewalks through the residential areas. It's really not safe to ride bikes to the beach with children in some areas.
- Traffic lights are not timed at all for walkers. You stand there for what seems ages while all these different traffic lanes have the light.
- Provide citywide wifi and charging access for mobile phones!
- I don't know, but we need alternatives to our car dependent life styles.
- Offer incentives to using - gift cards to local businesses
- Maintain what we currently have, nothing additional is needed.
- More public transportation
- creating high-speed rail and underground transportation
- Create wider bike lanes and safe, bicycle only bike lanes. Carlsbad does not need any more buses or bus routes.
- With the advent of "share the road" the number of bicyclist riding 3-4 across has tripled. The bicyclists need to be taught safety, not just the motorist.
- Yes, it is nice to see bike and walking paths as an enjoyable exercise but the public transportation is not used. People love the freedom of their cars. That will never change unless we become the typical large city with no parking. We don't want that.

Verbatim Responses: Walking, biking, public transportation and connectivity

- I believe the city is doing a satisfactory job.
- Pedestrian friendly areas.
- for the Barrio
- - Lighting
 - Traffic Calming
 - Rail Road Crossing at Chestnut
 - Passive park for the last part of Pine park...
 - Please - you know this already....
- east-west transport, link to beaches
- Have the city own minivans for city public transportation within Carlsbad creating more routes within - detach from the NCTD
- Dedicated Bike, walk and jogging lanes not associated with busy roads. Have public transportation from neighborhoods to train stations at rush hours.
- We need a bullet train to L.A. and San Francisco. We need local transportation for the disabled and elderly as the baby boomers are all aging. We need safety on current and future transportation, so visitors and residents, including students will take it. We need a local shuttle service to Legoland, Balboa Park, Los Angeles, Airport. Amtrak is too pricey for most people to use instead of driving.
- bus system should be encouraged more as a "city shuttle" system for residents and tourists alike to take advantage of scenic rides while also reducing traffic. Bike loan kiosks located throughout with easy use would be good too
- More bike lanes, clean the bike lanes, not have street sweepers move debris to bike lanes, more east/west bike lanes
- We need more neighborhood sidewalks, especially in the northwest quadrant. That will help get people walking. I think the idea of public transportation is an admirable aspiration, but given how the city is laid out, it seems very impractical. I doubt people will abandon their cars to begin busing everywhere.
- More obvious and painted green bike lanes, more sidewalks through neighborhoods. More stop signs on faster streets, and especially more stop signs at the cross streets towards the village. Many only have a stop sign on one direction, needs to be 4 way stops, so dangerous! Slower areas and more parking garages closer to main center of village.
- Don't kid yourself that people can safely commute on a bike - that's a death wish. But please spend money on hiking and walking. Actual public transit isn't realistic - if you spend money do it on parking lots near trains.
- We have buses, coasters, and lots of walkers and bikers.
Hotels, Motels could provide transportation info to visitors.
MOMM volunteers leave flyers at hotels, motels, senior centers and all.
- Begin planning for the future by cutting down on single rider traffic.
- create more boardwalks along the beach.
- The hills make it tough. At least isolate the paths from cars so kids can be included.
- make downtown more walk friendly to create a better experience, fix the crosswalks on 101 between Carlsbad Village Drive and Tamarak to make sure they are safe
- Add covered seating to all bus stops. Bus stop should also be lighted (solar powered).
- Explore a rental bike program for the coastline & Carlsbad Village area.

Verbatim Responses: Walking, biking, public transportation and connectivity

- Too much emphasis on cyclists. They are minority road users & do not pay to use the road.
- Incorporate this value in the CAP as much as possible.
- Bicycle lanes are not good. Need better separation with small rounded curbs and more cycling paths.
- Halt all development ... Our streets are already overburdened with traffic.
- Make more local busses available for the elderly to get around town and issue "elderly passes" for free.
- See answer 3.
Biking lanes need to be more protected.... perhaps higher than the roadway.
Encourage businesses in this area to consider flexible work hours. Flexible work hours could help to solve the traffic grid lock especially along the El Camino Real and Palomar Airport Road.
Have planned, balance growth. Do not allow the developers to continue to ask for and obtain variances to their developments in order to build additional residences on smaller plots of land.
Provide for more night time lighting along Carlsbad Blvd. This area needs better, brighter lighting.
- Some busses and lines run for embarrassingly limited hours. Not all employers are excited about leaving early for catching the scarce bus.
- Doing a great job
- School bussing for our kids.
- This problem is a formidable one; public transportation is awful, stuck somewhere back in the 50's. We should have commuter type vans that can move freely through the community, a phone APP should be available to request rides and routes. And don't kowtow to bicyclists, a noisy minority.
- Rally NCTD to improve the coaster schedule. We would love to commute via the coaster, but since there is a 50 minute gap between trains at rush hour it takes a lot longer to ride the train then drive home.
- The plans in place seem to be adequate if they are slowly implemented for the walking and biking group. We depend upon our cars in LaCosta to get around in the hills, so public transportation will not help us.
- A foot and bicycle path over the railroad tracks at Chestnut Ave. in Carlsbad Village should be constructed as soon as possible....This area has been cut off from access to the beach area for too long.
Thank you...
- We tout that Carlsbad has great trails. They actually really suck. None of them are connected. Wouldn't it be great to ride bikes with your children on a closed bike trail from El Camino Real to the village or the beach without endangering them to traffic? Figure it out. Stop strip mall development!!!
- Continue to maintain, develop new and also improve existing walking, biking paths on a frequent basis. Ensure that our public transportation is up to at least par with its offerings. Charge fair and reasonable prices and continue with upkeep on these vehicles and means of transportation.
- Train underground. Regulate north traffic on Carlsbad Blvd roundabout. And traffic thru Terramar. The intersections with pedestrian crosswalks backup.

Verbatim Responses: Walking, biking, public transportation and connectivity

- It would be possible for the city to create a long, narrow city park extending along the beachfront/blufftops from La Costa Avenue to the Buena Vista Lagoon. Parking and transportation planning should avoid using this most valuable resource as a parking lot.
- Yes, encourage walking and biking. Inform city workers that they can't leave road signs etc. in the bike lane. Support bicycling programs and education for drivers and cyclists.
- Again, I would like to see walking trails in open spaces linked up, more comfortable and safer walker and biking paths along main roads that are separated from the road by foliage, and pedestrian bridges across main busy streets.
- Create more shuttle services and buses.
- Create a Carlsbad only transportation system that connects the hotels with the village, beach, shopping, and attractions.
- A sidewalk on Highland would be safer.
- walking and biking for sure...
- First of all the Coaster needs more rides and to reduce the price. I would use it more if they had a better schedule and better fares!
We also need more and safer bike lanes.
- Life would totally change if public transportation was better in CA and US
- Transportation is all about the airport. There are so many people residents and business people alike who are very upset with what the city did to Palomar Airport.
- More bus routes that go straight to major destinations from major sections.
- Increase self-powered travel options through enhanced walking, bicycling
- Sounds great but it's not been done other than in downtown Carlsbad. The rest of the areas you must use a car to get around. More traffic and pollution
- Add electric charging stations to the train stop & other public facilities.
- Have a designated walking, biking area besides the Beach Walk
- Improve the rail to train, put in more sidewalks, look at the suggestions from your walk/bike survey from last year, have shuttles that run on a regular basis on 101 from La Costa Avenue to the Oceanside border that pick up and drop off every 20 minutes. Close off State Street between Carlsbad Village Drive and Grand Avenue to pedestrians only.
- More walking trails
- # 1, SLOW TRAFFIC!!! Especially along the Palomar Airport corridor and nearby streets! Poinsettia Lane and Aviara Parkway have become an alternate route for people going to work along Palomar Airport which has led to increased volume and SPEED making it rather unsafe to bike or walk to the beach or coast.
There needs to be a focus on how to improve the Palomar Airport corridor now and in the future and an investment in speed limit enforcement.
Perhaps provide incentives and/or requirements for businesses for carpooling and mass transit options, as well as better traffic law enforcement.
Future design of business and retail centers should require less focus on the auto and more on ease of access for pedestrians and bicyclists.
To get to every shopping environment by transport other than car requires an unsafe crossing of one or more parking lots

Verbatim Responses: Walking, biking, public transportation and connectivity

- We need better hiking and biking trails that are way from traffic near the coast. Currently there are a few sections or protected trails from traffic around the rail road tracks, but they do not connect.
- Already good side walks we have, that is very good for people like us to walk around.
- I touched on this earlier
- I agree with this statement probably most of all of them so far. Carlsbad is a decent place to commute & travel by bicycle, but there are a few rough spots in our city where it's downright dangerous. Would like to see auto-travel de-emphasized. One reason so many people are in cars is because bicycling amidst so many high-speed cars is dangerous. There is at least one death or serious car-vs-cyclist accident around here every six months.
- Develop a walking trail along the south side of Agua Hedionda Lagoon so that it is possible to get to the beach without having to walk on Cannon Road, which is a busy, high speed thoroughfare. Continue maintaining larger bike lanes.
- More "safe" pedestrian crossing "lights" (like at Pine) for Carlsbad Blvd. Those work really well, and I cross that road all the time. It is a very nice, warm feature of Carlsbad.
- Walking trails are great in the southern part of Carlsbad. Public transportation through buses and amtrak could be promoted. Most people just forget about them but they are great options for teenagers
- Connect trail system. Build sidewalks on el Camino.
- more bike paths with signage
- bus stops by shopping centers, senior living locations (e.g. Lakeshore Gardens, Solamar, Rancho Carlsbad) and the Senior Center
- Establish a connected sidewalk route from Valley middle school and CHS to the village area. Currently Highland and parts of Adams st are narrow and dangerous.
- I think high quality bike and pedestrian ways will help promote a healthier lifestyle. Coast high way is beautiful but it can be very dangerous at the same time for cyclists. Even in the Village area. I forgot what City it was; but it wasn't in the United States. Where the layout of the street placed the Bike lane between Parked Cars and the side walk. This provided a barrier between Fast Moving cars and Slow moving cyclists and even those joggers who run in the bike lane. That I believe would be very welcoming to folks, and possibly even help those bike rental shops in the Village make more sells.
- Build separated walking and biking lanes. To get almost anywhere in the city, one has to travel (walk or bike) along high speed roads. Most people do not feel safe (for good reason, fatality's sharply increase with speeds over 20 mph.) walking or biking along these high speed roadways.
- Continue and expand work identifying and repairing sidewalks needing repair to avoid tripping and other problems while walking.
- to me, the new bike lanes are an open question. haven't decided yet.
- It seems like all these values are connected so I answered this already in previous question but I'll reiterate. Safer bike lanes (green paint), promote the use of bikes/buses/carpools through incentives and coordinating apps. Perhaps a carshare program?? I don't know if you've heard of it but many major cities have them. Making

Verbatim Responses: Walking, biking, public transportation and connectivity

sure sidewalks don't just end! I had a bus drop me off on a spot of el camino that had no sidewalk so needless to say I didn't feel very safe and made me feel lower than.

- Dedicate resources to developing the city trail system. The condition of the city's roads appears to be worsening. Increase funding for resurfacing city roadways.
- Do you not see the empty buses? Private enterprise will result in better use of resources. However, I agree that walking and biking should be encouraged through lanes devoted to activity. But not public transportation.
- Planning
- I strongly disagree with the very dangerous, angled parking spaces throughout downtown. You are destroying the very reason people loved to visit Carlsbad which was to get away from Orange County and L.A. crowds. Gridlock on Carlsbad Village Drive is no pleasure either.
- Transportation system is awful!!! Need more bus stops closer to neighborhoods and not just on main arteries. I'd use the bus system if it was within reasonable reach of my home
- Help make Carlsbad Blvd easier to get through during peak tourist season, get the railroad line through the village away from cross streets (overhead or by lowering)
- Give alternative biking/walking routes to connect one city to another. Such as the trail created along the river bed in Orange County that stretches for miles and allows many different accesses.
- Continue to develop infrastructure, like a bike bath that extends along the coast & train lines. Offer incentives to businesses that promote walking, biking, running to work. Offer quick permits to businesses that want to put in shower facilities for their employees so they can walk, run, ride to and from work.
- Better and safer bike lanes. More options for public transportation especially in South Carlsbad.
- more walking paths on north side of Carlsbad along lagoons
- Design with walking and biking being the priority rather than cars.
- Improve trail system around agua hedionda
- Focus on safely connecting existing trail systems.
- A trolley through the city would be great! It would add some old fashioned charm as well!
- Creating lanes next to roads is great, but frankly many of our city streets have too much traffic or high speeds for me to be comfortable biking on them and particularly taking my children on bikes in those bike lanes.

I would suggest we create dedicated bike/walk/horse trails to connect neighborhoods to services. Maybe draw lines between schools and the nearest retail outlets, then see if you can draw a trail between the two. If you have to eminent domain a few feet off some backyards, then so be it. This would create an alternate path for walkers/bikers from neighborhoods to schools and outlets.

As fuel prices increase, this will be more and more important to maintaining a livable community.

- Public transportation is a huge money loser and most don't use it
- Keep up with latest traffic solutions and implement them sooner.
- Develop bike lanes and trails that are accessible for families.

Verbatim Responses: Walking, biking, public transportation and connectivity

- I'm not in favor of what Leucadia did in eliminating second lanes on 101 for cyclists, those spandex mobs that take up most of the road--and are not eliminating car use, simply out riding in packs, primarily on weekends. The roundabout north of town is a good solution.
- there is such poorly infrastucture for al that. Carlsbad has a long way to go. Go to Northen Europe and get some ideas!!!
-
- I support multi-modal transportation options, but not at the expense of good vehicular access and parking. The City should look for opportunities to add better pedestrian/bike experiences, without taking away auto access. Simple things that make a big difference are reviewing plans to determine the pedestrian travel path and ensure that there are sidewalks and/or other pedestrian opportunities, along with bike access where appropriate. Perhaps there are opportunities for a small trolley or other public transportation in the village, similar to what is in operation on State Street in Santa Barbara.
- Consider a pedestrian only downtown village area.
- Maybe use smaller, more efficient buses. When I see the buses, they are usually nearly empty. Why do we need such big ones?
- Usable bike trails that can be used to get somewhere. The Rail Trail is an example of a failure. A .75 mile trail doesn't get me from home to work.
- More night time trails with lighs
- Shrinking the lanes on Carlsbad village to add the bike lane was a bad idea! Lanes are so narrow bike riders are very close to being clipped by cars. Dangerous for bike riders!
- Concentrate on public transportation
- The city has a number of walking and jogging trails but many aren't connected. Linking up the various trails and maintaining existing dirt / trail areas (see park drive along the lagoon) could turn Carlsbad into a premier jogging and walking community.
- Right! Just commented on this!
- Better bike run path along carlsbad beaches
- We are pretty solid in this area.
- increase safety at the cross walks on Carlsbad Blvd. with more flashing lights and reduced speed.
- Put lights on the crosswalks on coast highway and increase the path size across the jetty south of Tamarack
- Make biking realistically connect either off-road trails or bike lanes on roads. Let's take the rail trail for example, we don't need the painted lanes or lighting or landscaping, we need a bike trail that actually interconnects so you can get somewhere on it. Coaster and Sprinter hours should expand.
- Continue to build and maintain our walking and bicycling trails and encourage the use of the Coaster, buses, and the Sprinter.
- Make the streets safer - speed limits are very high on main thoroughfares and many cross walks are unsafe, specifically the intersection of Melrose and Rancho Santa Fe.
- Build biking trails in the parks so people don't have to always use the streets to use their bikes

Verbatim Responses: Walking, biking, public transportation and connectivity

- I would like to see more walk ways and wider bike paths on the majority of the busy streets.
- More safety for bike lanes on major thoroughfares.
- Public transportation options daily & late night & to work areas
- City needs a legitimate biking path that extends a great distance....maybe along the train tracks? A continuation of the short one that exists already?
- Public wifi in public places. Attract another airline to palomar since united is leaving. Start a low cost community shuttle.
- Connect trails throughout the city to allow for alternative ways for families to get to parks, soccer games, baseball games, etc. or, for parents to use while their children are at practice.
- I think Carlsbad is already a great job
- Outside of the village and for recreation Carlsbad is not walkable and not all that bike able... Connectivity matters.
- Please create a safer pedestrian/bike path along PCH that is separated from vehicle traffic by a barrier to better protect those using it.
- Finish rail trail. A trolley type of transportation.
- Shouldn't be a priority
- Finish Poinsettia
- Please don't make everything one way streets. And synchronize the lights so one does not have the light turn red at every light.
- Fix sidewalks in / around downtown.
- Bike lockers for rent at the train stations might promote bicycling to the train instead of driving. More street lights on certain streets might also promote biking and walking in the evening.
- A trolley would be amazing. If not that, more busses, particularly shuttles for the tourists and locals who want to go to the beach. More bike lanes and walking paths and trails.
- Offer signs for direction to points of interest via bike and walking.
- Make biking routes safer.
- More bike friendly
- Doing good so far. More walking access on coast side of Carlsbad blvd.
- Designate more biking and walking pathways. Evaluate NCTD routes to determine whether route, time schedule is reflective of public demand.
- No more bikes! This is ridiculous.

What else would you like the City of Carlsbad to consider when developing its budget?

Verbatim Responses: What else should the city consider when developing its budget?

- Pay the city employees well so they can live in our community and have a vested interest in it
- Revitalize the Village area and make it more appealing to locals and tourists. Bring in more venues to feature plays, concerts. Really promote our beach community with this venue.
- Fix the FAIL of the new Carlsbad sign on CBad Blvd. When traveling northbound, it's easy to see that it's an oversight of major proportions. So sad that it arrived with such fanfare only to be obstructed by the signal lights. Any repair in the planning?
- Do an environmental study to expand the runway at CLD to ensure Carlsbad residents can continue to commute easily. I moved to Carlsbad because of the airport. Now UAL is pulling out. If Republic Air does not pair with UAL or another major airline, I will move out of Carlsbad since it is too far and too expensive to commute to San Diego or John Wayne twice a month
- a facility to play "indoor soccer". It would be great for our community and would be a draw to the surrounding communities to come to Carlsbad and infuse money into our local economy. Soccer is VERY popular in SD and especially North County. Build a nice one, and THEY WILL COME.
- A DOG beach please. Don't let DelMar have all the fun.
- what are we doing off cannon - perhaps more message boards or places to go to learn about what is happening in areas that are being constructed but no one knows what's happening?
- Keep the vegetation along the beaches alive
- Test EVERYTHING against the question: Is this something the TAXPAYERS should fund, & if so, is it enough or too much? If something is not a good candidate for taxpayer-funding, how can the City help without doing it w/ tax money.
- Please keep the small beach community feel of our Village. We don't need new buildings we need to incentivise the use of some empty buildings to revitalize downtown.
- You have done an excellent job of outlining the important goals for the future. I know it will require all the money you can raise, but don't sacrifice open space and natural environment to raise more money. It will be done so at the loss of quality of life, the most important goal of all.
- Keep reserves for the future. Keep up with maintenance, even when it's hard to do in tight budget times - it saves money in the long run.
- Fulfill the spirit of the law and provide the full amount of open and wild space intended by the law. Rescind the permits for the housing on the ridge above the Marron Adobe, and restore that space to its natural state. Do not permit Puppy Mill Puppies to be sold in Carlsbad. Adopt a law as has been adopted in Oceanside. The people of Oceanside voted based on this moral issue. The Oceanside City Council took up their responsibility and outlawed Puppy Mill Pups sales. Don't wait until you see your re-election on the line. Do the right thing now. Lives matter.
- KEEP OPEN AND PARKLAND AS A HIGH PRIORITY WHEN AUTHORIZING NEW DEVELOPMENT OR CHANGES IN ZONING

Verbatim Responses: What else should the city consider when developing its budget?

- Leave as much open space as possible, provide walking trails in all sectors of the city, continue to add bike lanes and trails and perhaps try some free buses from the beaches to downtown and back i.e. being able to get off and on (in the busy times of the year.
- Subsidize homeowner low water use yard makeovers as well as non-carbon based electric home use.
- Upgrade of the Cole library.
- promote a city for all age groups with a clear eye to the future the fast changing future.
- Please use "Zero-based budgeting" ---- do more with less ---- and limit excessive growth of population, housing, businesses, and traffic. We need to keep Carlsbad scenic, uncluttered, and have a small-town feel.
- The Carlsbad sign in the Village and the roundabout were utterly ridiculous expenditures. Run a shuttle bus from Tamarack Beach to Alga Norte Skate Park and get those kids off the Boardwalk before they hurt someone.
- Please consider paying for more teachers to decrease class sizes and increase the quality of education BEFORE buying iPads.
- NOISE pollution.
Please make efforts to minimize airport noise. It impacts quality of life of thousands. Thanks! Proud to call Carlsbad my home.
- Improve all the beach areas and facilities.
Create a new structured design representing Carlsbad when entering the city from major roads. Currently only wood based signs exist and would like something that looks a lot better, sophisticated than having wood signs that appear only temporary. Also, would like to see more police patrols along the boundaries of the city to provide more visible protection.
- Enhance senior transportation around and to adjacent cities.
- Continue fiscal responsibility and accountability
- Current citizens.
- Please protect Olde Carlsbad. The number of new houses proposed for our area is overwhelming. I loved the neighborhood we chose 4 years ago. Now...I'm starting to worry. Will this be a place I want to stay and raise my daughter? The priority seems to be over-production of over-priced housing. NOT attractive for this community.
- More public restrooms
- Allow for appropriate salaries, etc, for the ability to allow for the schools to maintain and attract quality educators
- Continue to keep the Park system strong.
- Conserve out water. Stop giving out housing permits for giant homes with 6 bathrooms
- Cut taxes.
- bike paths separate from cars
- Signs all along the blvd to PAR that allows NO vehicle over 7 feet so that all may enjoy the coastal views That is true in Oceanside.
- Picnic and playground amenities for Carlsbad beaches, like Moonlight Beach in Encinitas.
- Thank you for for your work and thank you for respecting the citizens you work for :-)!

Verbatim Responses: What else should the city consider when developing its budget?

- Fight airport expansion
- I seriously believe that Carlsbad is missing a huge opportunity to help it's citizens (as well as the potential tourism and business use) by not having pickleball centers in the city. Let's get going on this, Carlsbad!!!
- More public transportation.
- More "pocket" parks, within walking distance of every neighborhood.
- Bike skills park
- A bike park, I'm a bike rider from carlsbad and I think it's unfair that carlsbad offers a park for baseball, football, soccer, skateboarding etc. But we don't have a park for bikes. There are more people than you think that want this. We actually need this.
- Enhance the landscaping along Carlsbad Blvd. alongside the beach.
- Permanent picklball courts
- Park on Buena Vista reservoir.
- Other north county cities have events to honor the military. Fireworks, parades, etc. Carlsbad does nothing. Local businesses provide some events, however, I'd like to see the city do something. Bring back the Buddy poppy with a big celebration or host a veterans event downtown. It shouldn't just be the A&N Academy or LEGOLAND or Oceanside.
- More access to the beaches and easier free parking for the beaches.
- moving to encourage the public to volunteer and meetings in the village for neighbors to meet and greet with food and music
- thank you for your work!
- Keep the City maintenance crew, maintain streets and sidewalks in a timely manner.
- As mentioned before, hire people to patrol open space areas and ticket violators. Word would spread, and more people would comply with the posted rules. Without enforcement, rules are meaningless.
- Put more money into parks and rec.
- Better sensors on traffic lights
- Permanent pickleball courts. currently we have to go to over city venues to participate.
- Better parking for farmers market, extended hours for same.
- Build a bike park and mountain bike trail network!
- Find a way to get motorcyclists to reduce noise.
- see friendly, bike riding and walking police
- Dedicated outdoor Pickleball venue
- More gyms
- Stop signs on segovia near la costa heights, people are speeding through to cut to la costa and rancho sante Fe.
- Better bus system up and down Carlsbad village to beach and north and south on el camino as well as to the high school CHS also for students who return later for practice
- Use the open space east of Highland Ave. north of Carlsbad Village Dr. as a designated open space area, with a small loop trail.
- A dirt bike park. Open the cities other parks to bikes and recreational activities.

Verbatim Responses: What else should the city consider when developing its budget?

- I love this town, have for over 25 years, but it seems to be going through too much change to take away from the small town community....keep it small, that's why we live here, please don't take that away
- Provide more funding to education. I like everything about Carlsbad except the poor state of its schools.
- Permanent vball nets at the beach
- Small point but important: so many of the Carlsbad street sign are dilapidated. Even the large signs at major intersections are decaying and at night, few are lit. As an example, drive fr downtown Carlsbad to Carlsbad High at 6pm (dark) on a winter night. Without exaggeration, 13 major street signs including Carlsbad Village Drive, Pio Pico, Monroe, etc etc are all dark. This makes our town look old and rundown and shabby. Also, it's a safety issue as older people (my parents) have to slow down to figure out if they have the right street to turn on. Sometimes the small details make a big difference in how one feels about their town.
E.g., love the street paving. Thank you. Love the libraries, excellent, thank you. As small as this may seem, please put the street signs on your agenda of things to replace or repair in 2015-2016.
- I'm really all about the K - 12 schools and getting rid of the power plant. If those two items came to fruition I would be the happiest Carlsbad resident in the world!
- There are so many police on duty in a concentrated area I just can't fathom it's worth the money we pay in taxes. Tourism money makes sense, but allowing people to open businesses that trash up our city selling made in China stuff that locals would never buy makes it a bad place to shop.
- Continue the strong program of street, median and parks maintenance.
- Start with the income as the size of the pie. Then, based on the answers determine the size of each slice without asking for a greater percentage of citizen income to make the pie bigger. Demand more from the employees . . . and don't expect the citizens to just always say yes . . . although most of them will because they don't ask the the thoughtful questions as to cost or consequence because its a small piece of their income.
- Support our police and fire departments.
Support the library programs.
- maintain/improve police and fire departments; eliminate noxious odors near sewer facilities, especially near pump station on jefferson near Monroe Jefferson corner
- no more traffic circles. that one at the coast is a nightmare, the two new roundabouts by Kelly Elementary are a debacle. People are not trained on how to drive thru them, making them more dangerous than a stop sign or flashing yield sign.
- Just keep in mind people love carlsbad because of the small town feel. We cant loose that!
- Dedicated outdoor pickleball courts. Creative development of Ponto area and the Flower Fields. No more breweries, bars or liquor stores.
- Community gardening, redusing CO2 emission, promoting solar/electric options for transport and households.
- Clean and beautify what we already have. Spending money on dog parks is for just a few, not the overall population. Spend the money on kids and clean up.
- Cant do everything at once...a bankrupt city cannot do anything. Patience.

Verbatim Responses: What else should the city consider when developing its budget?

- Respect for the overall culture and vibe that the City of Carlsbad has come to be known for. Inviting more visitor while keeping in mind the residents of the city and the safety and welfare of all.
- After school programs, junior lifeguard program at the beach for young residents (similar to that of Oceanside)
- As I noted previously, we absolutely need to be adding more funding to our K-12 schools. It strikes me that focusing on education is not even a question in this survey. This is our way to attract young families to our community, which is absolutely essential to the growth of our community.
- Not another golf course! Unless it's Frisbee golf that is
- Consider the quality of life of the people who actually live here. It seems businesses and tourists have a higher priority when decisions are being made, both of which have had negative impact on the lives of locals.
- I can't emphasize enough how important open spaces and parks are to our community
- Keep Cole Library open!!!
- it really worries me that this is the survey.
- Youth involvement. Ask the future what they want, not the rich and entitled
- Ensure it's balanced. I would prioritize family-friendly activities, outdoor recreation, and attracting/supporting unique and fun carlsbad village businesses to drive tourism in our great city.
- Reduce the cost of doing business in Carlsbad. Reduce the cost of residential remodeling. Both have onerous fees. Ask the vendors for water, sewer, trash, cable, landscaping, etc. what they are doing to reduce costs. Costs seem to be passed directly on to the residents. Try to reduce costs rather than raise fees.
- I think you are doing a nice job. The town is clean, safe and has a small town feel. Encourage restaurants and classy retail stores.
- New ymca
- I would definitely like to see more basketball courts up, we don't have enough. Indoor courts would be awesome. Hey, you asked!
- Reduce crime and scum at motel 6, focus on making carlsbad tourist destination with small town charm, improve biking and hiking as lure
- Keep strawberry fields. Preserve Sunny Creek ranches and undeveloped areas.
- Not sure
- Strict adherence to basics, which city's were originally designed for. Public safety, infrastructure. don't get bogged down with special interests. Pension reform also needs to be addressed. The new state pension structure still needs further work, may be out of cities hands, but needs to be on radar as well as life time medical policies. Can't be sustained.
- Make Carlsbad prettier. It had so much potential
- Traffic near the business park along Cannon and El Camino Real and Palomar Airport Rd.
- Fund open space purchases. The council is letting every square foot be developed and that sucks.
- Honestly, you guys are doing a fantastic job with the city, I love it here <3

Verbatim Responses: What else should the city consider when developing its budget?

- More money directed to trails and community parks. Perhaps a summer concert series in the village near / on the beach.
- Mainly recycling initiatives
- Smart ways to generate revenue! If we owned our own utility, Carlsbad could make money selling electricity to the grid. We could have more outdoor music venues. That way, we could host concerts, and generate some revenue there.
- Focus on alternative revenue, solar, telecommunications improvements
- Please consider the wishes of people that have lived here 30 or 40 years, over the new "want-a-bees". Remember Elm Street.
- Please be cognizant of traffic. The new large center at Rancho Santa Fe and La Costa Ave has significantly slowed my travels in the area.
- We've grown a lot and the culture has gotten diluted. Reestablish our friendly caring community culture, and try to find a way to make recent arrivals become educated / familiar with what our culture is and what we as a community want it to be.
- My comments
- Slow residential building. Too much going on and it ruining neighborhoods
- Add to the budget educating people on the oceans and marine mammals. Also protecting the ocean. Create annual event to bring awareness with the ocean.
- More family friendly outdoor out indoor walking/playing areas that area also dog friendly! Thank you!
- Traffic calming. Budgeting for active control of behaviors in public parks (off leash dogs, skate boarders with no helmets, trash strewn around. I walk to Alga Norte park almost every day and observe the abuse of the privileges the city works hard to provide. In case you felt that all I think is negative, Carlsbad is the best run city I have ever lived in. Please, less touchy-freely and more practical stuff.
- The city has always been fiscally conservative but I think it's time to start spending some money. Tourism, businesses and development are not the only things that should be important to a city; and cutting corners, fast tracking projects and ideas, alienating your own citizens should not be the way business is done.
- More parks, bike and hiking trails, paddle boarding options on calm waters, more family activities
- Get me cheap electricity and cheap drinking water (cheap Cable too). Repair the roads when they need it. Otherwise, stop prancing around, spouting ideological nonsense.
- Affordable housing
- Improve traffic flow. Consider flashing left turn lights at intersections. Try to time lights like Encinitas does on El Camino Real
- Finding ways to Promote the Southern sections of Carlsbad (Aviara & La Costa) in a more visible way.
- Leadership in environmental stewardship and sustainability.
- Do not lower the standards of Carlsbad. When you make "cheap" housing and other living areas that are considered "low income" then you tend to have a negative impact of the city. With those areas it has been statistically proven to raise crime rates.
- Don't spend too much!
- A majority of the budget should be devoted to enhancing the downtown sector by attracting more diverse and established business. Also, there are a lot of young

Verbatim Responses: What else should the city consider when developing its budget?

families in Carlsbad, and the downtown sector would be more attractive to visit if there were a place for young kids (toddlers) to play. Maybe, a parklet toddler area.

- I feel strongly for the purposes of tourism and entertainment that businesses that support late night dining and entertainment on the weekends should be encouraged. Coffee houses that are open until midnight or 1 AM live music that is allowed to continue until midnight. These are present in upscale Santa Barbara and desperately missing in sleepy, falling behind Carlsbad
- Additional funds to maintain bike lanes and add to them. Allocate money to clean up the Ponto dirt parking area and purchase the large vacant land east of the coast hwy by Ponto create free parking lot and build pedestrian walkways across the hwy to Ponto beach. Allocate funds to develop the future Power plant area into a park with beach themed art, walkways water features expressing the success of new desal plant. Parking in the back for cars and RV's. Expand the walkway along the coast,
- I love the new sign! Keep developing the village as a tourist destination.
- More wall murals
- Continue revitalization investment in the city like the new 'Carlsbad' sign downtown and help promote business, and historical awareness there.
- Less stricture for small business. Spend the money you would on policing small business elsewhere.
- Design a fabulous plan for development of the area of the land where the power plant is
- Please preserve our open space. It makes Carlsbad the city that everyone wants to live in and promotes our housing market.
- Dedicate money to maintaining open space and preserving the open land that we still have available. I am absolutely heartbroken over some of the recent developments that have been approved. The places I grew up hiking, the places I grew up exploring, the places that made carlsbad different from Vista and Oceanside... They were handed over to some developers who couldn't give a damn about Carlsbad or the people who live here. All they want is to earn money off of the reputation that this city has earned. The reputation of being a great place to live. The reputation of being a beautiful city. Large scale developments are not beautiful. Cities without open space are not great places to live. Please, stop trading in the things we all love about this city for money. Money will come and go in this town, but the development decisions you make cannot be undone and will last forever.
- I think the most important thing that we could do is truly protect large areas of land. Not landscaped parks, but untouched preserves. The amount of development is staggering and if some areas aren't protected now, this area will lose the open feel and some of the family draw for a non-cookie-cutter suburban feel
- Again, please please please put in lighted crosswalks from CVD to Tamarack
- Smart traffic lights would reduce congestion and help commuting both during weekdays and weekends
- Take a more active role (right now and in the future) in helping put on the annual Carlsbad Beach Fest, both financially and logistically, by making it a priority at the Council, City Management, and Department / Staff levels. There are numerous other events that the City supports in one form or another. There's a Street Faire, a 5K, a triathlon, Arts in the Village, etc. All of these are great events and they satisfy one or

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more of the planks of the Community Vision. However, the Carlsbad Beach Fest is the only event in town that satisfies nearly all planks of the Community Vision. It is not a stretch to say that the vast majority of people who visit Carlsbad do so because of the beaches. And it's not a reach to say that the beaches are a vital economic resource that greatly benefits the city's businesses and tax revenue streams. There has been an expert report that has documented this (Referring to the Dr. King Study). Why not have the City focus a portion of its budget and staff resources toward assisting the ONLY event that emphasizes the beaches within the City and also hits on so many other themes of the Carlsbad Community Vision such as the environment, sustainability, Village life and businesses, the arts, and community connectivity, among others?

- We don't need anymore shopping centers or restaurants
- Fix roads, sync lights, no more stop lights, and how about not working on every road within the city at one time.
- Keep open spaces, as many as possible. Keep the Olde Carlsbad, Olde...meaning don't bring too much development in as it will lose its charm. Preserve what you have to make it unique.
- Thank you for the survey--you are doing what is Important--asking us--YOUR community
- Increased costs of global warming.
- Of course maintaining the streets, drainage, infrastructure. Definitely we cannot continue to have the increase of traffic on the interstate 5 without mitigation of noise and carbon emissions. I am surprised that the City has not created a way to protect visitors to Holiday Park as it is common knowledge that the noise at that park is damaging to hearing. For instance, new construction or improvement to residences require sound walls around property to avoid law suits from people whose hearing and breathing is at risk! Need funds to maintain the facilities that we have- . Thank you and keep the best practices for maintaining a quality, residential community. Improve Olde Carlsbad and do not allow Vacation Rentals in Olde Carlsbad or east of Interstate 5.
- More use of solar energy.
- Work on problem traffic areas. Consider more roundabouts. One on coast highway is such an improvement! Even like the sculpture. Plant more trees! Replace trees along Hosp Way near El Camino Real that were cut down. More flowers and natural plants landscaping.
- A recreation park similar to Alga Norte on the corner of El Camino and Cannon.
- Extend Carlsbad Airport Runway to keep the commercial airlines flying here
- Bridges or tunnels to create more ways to cross the railway tracks.
- cleaning up downtown. its scary with crime rates and feels dirty and gross. it needs rejuvenating
- Enforcement of stopping for pedestrians in crosswalks on Carlsbad Blvd. The number of injuries there is ridiculous.
- Preserve open space and invest in bettering what we already have! Also eradicate the crows!!! There are way too many.
- Stop building new homes -- Carlsbad is getting way too crowded. It's taking away from its original charm.

Verbatim Responses: What else should the city consider when developing its budget?

- prioritise to stay within the budget - I have to in my life, so should "we" collectively
- Much of Carlsbad's success is due to long-range thinking about what will make our community even better decades from now. That should continue. The current widening of ECR between Tamarack and Chestnut is an example--doing work now to accommodate future growth. Keep thinking proactively.
- Summer Wake board competition at the lagoon. Chili and rib cook offs downtown. Yield turn traffic lights. Our speed limits are high but you can't turn without a green arrow. It slows around town travel drastically.
- Insuring world class public services like fire and police.
- Figure out how to clean up Highway 5 both in the median, on the side of the roads, and especially on ramps and off ramps. It is embarrassing how behind we are at this and I don't accept the argument that it is a state issue since some cities seem to magically have this taken care of. The police department is doing a good job and their communications to the public are good but could be improved. It's hard to understand what helicopters are saying and this should be automated to a website for all of us to go to so we don't flood 911 with questions on what is going on. Sponsoring high quality author events where big name authors come to the city for a speech would be appreciated. Thanks for asking what we think!
- Family friendly events. Summer Concerts, Movies ... Use the downtown for events.
- Run the City like a business, not a government. Match revenue with the expenses, don't allow over runs or over budget. Monitor expenses timely. Cut where needed. have reasonable reserves. It is nice to want all these things, but know the costs!
- Get rid of the building on El Camino and Faraday which was to be the city hall at one point. Also, sell the losing golf course or find a way to make it viable
- Building a paved bike trail that is not shared by cars.
- A lot of changes have occurred in Carlsbad over the last 10,20, 30 years. It's always important to remember what contributed to the growth of this city. The beach, surfing, and the relaxed attitude of the coastal scene built Carlsbad. What do we want this city to look like in 20 years? The desalination plant is good move, let's increase the number of solar setups throughout the city, additional electric car plugging stations. Develop the parks that have been promised and on the books.
- Maintain budget for critical city services - doing a great job. Affordable housing, water, connectivity/communications and small business promotion should be priorities.
- There are mobile home parks that need your support. Please consider us with a positive light in the community. We support you, please support us. Thank you.
- NO more big strip malls, good Lord!
- Improve public transportation biking and walking safety reduce traffic
- Solar panels for the beach bathrooms and update them. I would like a potty by the water plant some where(?) port-a-pottys are gross and even if it's a small two-stall bathroom it's our tourist attraction. Plus I walk the sea wall often, it would be nice
- Build a first class public library
- Street safety!!!! There are so many busy streets going through neighborhoods. Help manage and maintain traffic flow and allow for residents of those streets to feel safe. Not worry if there children even venture near the sidewalk for fear they will get hit by one of our maniac drivers. Also control traffic better near our schools. People fly past my children's elementary school and there are small children every where!

Verbatim Responses: What else should the city consider when developing its budget?

- Mainly affordable complexes for young professionals to be able to thrive in and give back to a great city that provided them the education to go out and become successful.
- No more converting farms into houses or malls and more bike parks
- Employees who work at city recreation sites, e.g. pool, who are at desk being paid to do squat, and sometimes give out wrong information. Don't make swimmers at Monroe St. pay for pool/swimming at Alga Norte (increased fees, no additional benefits, reduced times to swim). Not everyone who lives here has lots of money. Some of us are poor and are trying to get ahead, and still want to enjoy our community. It is really taking a long time to drive between different parts of Carlsbad, way longer than it should. Encourage positive social interactions and positive attitude/behavior between people. Homeless population seems to be increasing or more visible in Barrio area. What can be done?
- Stop allowing new building permits. Put a moratorium on all new building permits and allow the roads and infrastructure to catch up. The roads are too congested and with so many new neighborhoods coming in its getting too busy and populated. I moved from Orange County to get away from all that and it seems Carlsbad is attempting to be the next OC. It's a real shame
- For all the increased tax revenue you get on all new developments consider lowering our property tax percentage. It's way too much and is why I can't justify moving up.
- I would LOVE if the city could designate a portion of the beach as a dog-friendly, off leash area.
- Redesign Poinsettia Lane at Alga Norte Community Park to reflect a lower speed limit than 50 mph.
- Please consider building more bathrooms on the south side of Tamarack beach. We are a world class city/beach and popular destination with porta potties.
- I would like to see an outdoor music venue by the beach
- Tourists come for the beach and the downtown area. They don't care about the Barrio, etc. Let's keep the downtown and beaches nice and accessible.
- Get traffic control on Garfield, slow drivers on Carlsbad Blvd and control for all these visitors in our roadways.
- How cool would it be to have a special events venue somewhere along the coast -- nothing fancy, just a building big enough to house 150-200 people. People would rent that out all the time for weddings, reunions, company parties, etc and could generate some revenue down the line.
- Recreation programs that involve the children & adults of the community to encourage healthy lifestyles and use of local beaches & wildlife areas.
- Children and families
- Drop the train tracks like Solars beach. Less suicide/accidents and less noise. I love where I live except for the trains that blow their horns from the village to cannon. Especially the overnight trains.
- For me the biggest issue right now is turning the old Buena Vista Reservoir site into a community park.
- Need speed bumps on Park Drive between Kelly and Cove. Blind corners and speeders are dangerous to children. Need a stop sign in bay shore and park.

Verbatim Responses: What else should the city consider when developing its budget?

- we need to address lighting up the pedestrian crosswalks. add more lighting to the boardwalk.
- Keep in mind all corners of this city. Not just downtown. Want to feel cbad uniqueness everywhere not just downtown.
- Invest in its schools, elementary, middle schools, and high schools. Sage creek is a great example.
- Think about property values and how to continue to create amenities for families. This is why a Majority of people move to Carlsbad.
- A few little things can go a long way. Those little things are brought up all the time at staff level and at Council. Set aside funds to help the community address little thing that affect their daily lives (sidewalks, crosswalks, traffic calming, etc).
- Giving benefits to their part time employees. Most of the staff at libraries are part time they have worked for years for the city with no medical, sick leave vacation time or paid holidays
- Revitalize the Albertsons shopping center as it is the first thing a person sees when they get off Cbad Village Dr. Bury electrical wires west of the 5.
- Parks... Parks... No more housing! We need parks! Especially in North West Cbad! Thank You!
- Update Chase Field especially dugouts. Thanks for sun screen and field leveling which has been 10 years overdue.
- I would make it easier(permit wise) to have nice, quality stores on State St. I would also like to have a vote as to a choice: If I add some dollars as a homeowner, would it be better to keep some desirable features? Let's vote.
- Cut salaries in police and fire department, they are drastically overpaid
- Stop looking for ways to spend money!! As tax payers we don't mind you returning some of the obviously huge amounts of money you have to play around with.
- With the power plant being decomised and relocated, the city should prioritize a coastal beautification plan that enhances ocean views (what Carlsbad should be known for) by installing an ocean frontage walkway with benches, view sights from Carlsbad Village drive to the Ponto area. We desperately need more outdoor public spaces for enjoying our performing arts and Carlsbad lifestyle.
- underground power lines
- Build a senior center in south Carlsbad for the senior that live in south Carlsbad
- Freedom from dependence on San Diego's bus system and gas & electric utilities is critical to having Carlsbad be the Charter city is was founded to be.
- Quiet zones better safety at train station and updating shops and restaurants. Small neighborhood market in the village would be great.
- increase educational spending
- Limit growth to address overcrowding, traffic, and public safety issues; support prevention programs for at-risk youth and address areas of poverty; create partnerships with business and education to incorporate the City's values and build a cohesive responsible community; use the survey results in your budget planning; those of us who take the time to complete the survey genuinely love and care about our City!
- Get a bus service for school children. I can't believe parents have to drive their children to school.

Verbatim Responses: What else should the city consider when developing its budget?

- curb the airport. be the bully pulpit for the residents around the airport who feel no one is standing up for them. The airport continues to add noise, congestion and flyover risks. Im a 15 year resident and I question why the city doesn't face off against this airport, which, by the way, is surrounded by homes. why not speak up for us?
- I would like to see some emergency funding/ grants available for those who want to preserve historical housing or are wildfire or earthquake victims.
- Roundabouts to control traffic. It works so well in Europe. The new one at State Street is fantastic.
- Put in the staircases in front of the power plant. Please get up from your desks and look! It is a horrible. We spend millions on new parks but we don't take care or improve what we have!
- be mindful of preventing Carlsbad from feeling "congested" from overdevelopment, strive to conserve open space
- Time to stop growing and start glowing!
- Listen to the older residents.
- use some resources to do whatever the city can to help expand Palomar airport airline service
- Assure that the funds are available to "Balance the budget" We do not want to become a city like San Diego that has not done so.
- How about beginning work on the Veteran's Park that was suppose to be completed in 2009?
- Rising cost of living in North County
- Stop wasting massive quantities of taxpayer dollars on hiring idiot consultants when you find that the city staff to be incompetent and lacking in knowledge. Fire the slugs and spend the money on getting some talent in the city that has what we need to be who we are, not who we fantasize being. There are far too many ostriches on the city staff. And stop harassing seniors -- Carlsbad is the worst in the county!
- Of utmost importance is the quality, and livability of all of the community. Open space is a wonderful thing. Maintain it. Pay attention to traffic congestion, noise and safty.
- Move forward on old subjects...village enhancement, work-live options, and Ponto development. I want to see Carlsbad become better, not stay the same.
- Become less greedy
- Lower class sizes in our public schools. Reduce traffic congestion. Stop building new homes.
- More walker friendly streets
- Freedom.
- I love Carlsbad, thank you for all your hard work and effort to make this place the best town in California!
- Facilitate a better traffic flow along major arteries, El Canimo Real, Polomor Airport Rd. Etc..
- stop taking tax dollars out of the northwest quadrant & spending it everywhere else. Don't let the northwest quadrant die--the people who still live here deserve better management of the area.
- More emphasis on the opposite ends of the living cycle. The Youth and the Retired which make up a large percentage of the city. When you attract the older segment

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(many of whom choose Carlsbad for retirement) we must attract their support capabilities to make their choice of buying/renting here worth their choice to live in one of the finest communities i Southern California.

- Consider the impact of cars on the road so that the residents are able to enjoy their city free of high traffic
- Not sure--keep up the prudent and careful planning.
- More sporting activities within the city.
- More Funds for Special Events and Marketing the city.
- convience for the user.
- Bury power lines
- Consider the fact that you are a city whose responsibility is to provide community services to it's citizens. Parks should NOT be profit centers and should NOT be expected to cover their costs. They are an expense a city should expect to incur. Do not charge for current services in order to provide additional services. Taxes and fees should fund a city not parks!
- Ensure there is adequate surplus to provide for any future uncertainties or shortfalls.
- Please include at least one labyrinth in a park.
- Many areas have few or even no street lights. The addition of evening/night lighting would improve both safety and security.
- Keep up the good work.
- Think long term - what will be in issue 5, 10 years down the road and address it now. Water, fire prevention, and traffic are top of my list. Cut back dead or dying plants now before they turn into kindling this summer. Invest in the schools and after school programs to keep kids busy and supervised. Give companies tax breaks for helping out.
- When you use the term 'developing' the Mayor takes that as Carlsbad needs more construction. This is a poor choice of words that those in the building trades love to hear.
- new immigrate program , know things about day life , education esl and so on
- A foreign film festival
- Put the powerlines in old Carlsbad underground
- Get rid or that money losing ugly golf course on Palomar airport and make it a public park that all can enjoy.
- Build the public works building to free up other building sites for development. Acquire land for the Roosevelt Street parking garage in the village and start planning it.
- Dover meetings went well.... 5 things were extreamly clear.- Finish Pine park as a passive park. - More lighting - make streets better/safer/prettier for pedestrians/bikes (wider sidewalks, bump outs like they have in Solana Beach and Little Italy...) Much safer than turning circles and much prettier..... probably cheaper
- City employee review, do they need everyone working where they are at? I see room for improvement and downsizing.
- Get our long term pension issues under control.
- Underground wires. The "boardwalk" between Pine and Tamarack is where the majority of locals and visitors walk, bike, etc. Those neighborhoods should offer clear views to the ocean. It's the highest price per square foot which brings up the values

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for homes in Carlsbad, and they could go much higher. Location and views are what drive the prices, and this area is key to bringing up values. As much as Carlsbad should be viewed as the place to be as a tourist, it should be viewed as the most desirable place to live. There are several vacation homes also in this area, and the tourists will pay more to rent, thus drive up income for the city.

- Proper bike paths. Bikes and cars need to be separated!!
- Limit developers.
- Continue to reach out to a cross section of the community for input.
- Maybe an art museum
- Keep up with sense of community and provide places to go to during the evenings. We often must travel south to Encinitas/Leucadia for this.
- Please sponsor arts venues and festivals, concerts
- Budget for human resources to identify and collect significantly unrealized TOT from VRBO & AirBnB industries.
- Safety and security! We had neighborhood mailbox break-ins twice in the last 3 months. I think the police patrol cars should cruise around the residential area randomly. This will discourage the felons since there is no pattern of patrolling. In addition, we should install brighter street lights.
- cutting taxes
- Continue to keep the village area safe; quaint and charming - keep the beachtown feel for sure! Some streets could use streetlights; add some more quaint stores in the village
- An International Book Fair.
- The Encina Wastewater District is out of control. Costs are up even though volume is down. It needs a new person to lead the facility.
- Funding of local police, fire, and EMT services to keep existing service levels. Carlsbad does a good job there.
- Keep in mind nice streets, clean areas no graffiti, and work harder on empty business buildings than building on land that is uninhabited. Like the corner of Carlsbad Village Drive and I-5. It's ugly
- Build the Coast Trail from south end to north end of Carlsbad connecting to public transportation, i.e. Coast stations in the Village and Poinsettia.
- Maintaining small community. Active lifestyle feel
- Open space. Clean air. plenty of water
- When you develop the budget remember what is already there and that like all banks you can leverage what you already have safely. Why let only the private sector do what we can do better. Bank of North Dakota 22% ROI JPMorgan 10%.
- To keep up the good work in maintaining a solvent, successful city--but as the city has matured, to shift from a strictly business/economic POV to one that addresses aesthetic, spiritual, emotional qualities of what makes a city attractive and continuously thriving.
- The budget for the length of the Palomar Airport runway in order to allow small jets (United Express)=more visitors!
- Public safety, public transport and maintenance of grounds, buildings, and streets should be priorities.

Verbatim Responses: What else should the city consider when developing its budget?

- Have the Village theme continue thru the Barrio and make it one enclosive area with one name (The Village).
- STOP building new houses.
- Support your schools, esp the high schools.
- Save money don't spend. Education in United States is lacking. Maybe we should build institutions of higher learning which will attract a more affluent crowd
- An art museum, science museum, oceanography visitors center on the beach or near it.
- Building poinsettia all the way through. Cassia cannot handle the traffic.
- I would like to choose where my tax money goes. I don't have kids and cringe when I see home much money is spent on education. I would like more of my tax dollars to be spent on things that I use: the beaches, library, dog parks, and walking and hiking trails.
- No debt and infrastructure.
- For the last 35 years of my residency, I have always appreciated Carlsbad's fiscal responsibility. EVERYONE wants to live here. Over the years, through so many changes, Carlsbad has stayed the course. Continue fiscal responsibility even if it is not always the popular thing to do.
- Buying up lots and making neighborhood "pocket parks."
- A large portion of funding should go to making the public schools the best they can possibly be especially to reduce the class sizes in every grade.
- Get busses for the schools!
- Would like to be reassured that infrastructure is being taken care of in a timely, logical manner..
- Do not militarize the police!!! As cops retire, don't replace them until we get down to as small a force as possible!
- Make sure the streetscapes are maintained after the Poseiden water project is completed. So much is torn up now. Pet projects need to be equal with some of the lesser known ones but needy agencies.
- Ensure there is a balanced budget; allow opportunities for community involvement (like this); ensure a variety of voices are heard - young and old.
- Give the homeless the incentive to do keep Carlsbad clean and litter free with food and lodging coupons.
- Develop an on the job program for the youth. Allow them the opportunity to help out with small businesses with support from the city. This will also benefit small businesses and at the same time instill the importance of hard work on our youth. Thank you very much. This is a great City!
- You must finally provide some equal development and attention to North Coastal Carlsbad instead of putting on band aids and considering the renewal of infrastructure (a necessity as it is the oldest part of the city) as "our share of the money" Get going with rebuilding Cole Library, enhance Pine Park, and the Barrio as well as the Village
- Repave Grand Ave.
- The city does a good job of communicating with it's citizens but it could do more. How about including questionnaires or general information with the water bill?
- More toilet to tap projects, to save water.

Verbatim Responses: What else should the city consider when developing its budget?

- I think the city of Carlsbad should focus on preserving this historical town as it is and it's open space. The city of Carlsbad should focus on preserving the quality of life for its long-term residents and not be so focused on building more housing developments, bringing in more expensive retail shops and restaurants, which create more crowds, higher costs, and fewer resources. The quality of life has definitely changed in the past 20 years in Carlsbad. It is looking more like orange county where only the wealthy can hope to reside.
- Lessen focus on business development and increase budgets for existing City infrastructures, including Libraries and education.
- Make Palomar into a full service airport. Get a developer to open a landmark type theater, let caruso develop the flower field area into a shopping venue.
- Develop a first class visitor information center similar to those found in towns in New Zealand.
- Please pay it's employees a living wage. Good people are hard to find. Many will seek other cities if not rewarded properly.
- A budget to create a 4th of July parade or event for locals so we can celebrate with the community where we live instead of leaving town for a parade. Legoland doesn't cut it-- it's all tourists and doesn't create a community celebration. It's sad that residents in a first class city like Carlsbad have to resort to little neighborhood bike parades so their kids can experience a little bit of 4th of July tradition.
- Please put people before profit. We are a community not a business.
- How about a starters shack at The Crossings Golf Course so the volunteer starters aren't exposed to the elements @ 6:00 am in the dead of winter. (we have been promised this for the last five years)
- I NEED TO THINK OF THAT AFTER HEARING THE RESULTS OF THIS SURVEY
- Needs of residents above business and tourism
- carlsbad's reserves are thru the roof. spend some money and fix roads, clean up medians, abate eyesores etc...
- Keep it balanced. Spend within our means.
- An overall facelift in the Village of Carlsbad
- watch the good Cbad budget like a hawk
- I really want our trails, public parks and open spaces to be treated organically and eliminate the use of pesticides, herbicides etc. There are organic methods which work and are harmonious with nature. (Steamers heat weeds and kill them without harmful residues, or negative health effects on animals or humans.)
- I would like to hear ideas from civic leaders on this subject.
- Maybe think of lower property taxes for elderly people on fixed income to allow them to stay in their own homes!
- Making more improvements for beach access.
- The money belongs to the people!
- No more new residential housing or concrete.
- In my area (La Costa) the street cleaner cleans our street very frequently, sometimes twice per week. While I appreciate this service, it is much more frequent than needed. I believe once every 6 or 8 weeks would be sufficient. I don't know if this would provide a cost savings to the city, but if it does, I believe reducing street cleaning frequency should be considered.

Verbatim Responses: What else should the city consider when developing its budget?

- Other than the great need for the beach area it seems we are moving in a very positive direction, especially in the Village.
- Working more closely with school districts to use school land for aquatics programs to benefit community as a whole
- Cut back on residential tree trimming. The trees on my block were so beautiful until some crew came along last year and destroyed them. Now they look like sickly twigs. What a waste of money and destruction of beautiful living things. Who hired the company to do this? It is not needed on all trees.
- Currently, there are limited camps and sports programs for middle schoolers. Would be great to have more sports especially if they want to have a secondary sport outside school.
- Eliminate nonsense programs. Save money on fuel consumption and maintenance on city owned vehicles. Employees should not take city owned vehicles home, no exceptions. I have seen city cars in shopping centers on weekends
- Future plans would include senior private home (not apts) sites, i.e. Sun City type area.
- Fix the traffic signals! I've never seen anything like this before. Traffic during rush hour is repeatedly stopped on El Camino at Jackspar. The traffic going northbound gets backed up all of the way to Faraday.
- TEAR DOWN THE "TEN YEARS IN PROGRESS" UNWANTED, UNNEEDED, UNSAFE EYESORE RIDICULOUS BOXING GYM ON ROOSEVELT!!!!!! WHAT IS EVERYONE AFRAID OF??
- upgrade the restaurants & shops along the west side of Carlsbad blvd. Make Ocean St one way and have curbs and sidewalks
- We need to bring in an independent person to look over budgetary spending.
- Make sure new development in the Village/Barrio is of interesting architecture... Solana Beach/Encinitas/Leucadia have been doing a great job on managing that... More sculpture art... even though the tigers on witch creek are popular, all the painted art I see is more kitsch (Robot? really) that interesting art... Sculptures like at the north end of the village are amazing... not contest....
- Enough new homes...El camino is difficult now and where is our emergency exit streets? 5 south jams and el camino is not any better. I'm for outsourcing.
- The politician's and the Finance department need to remember that this is the people's money. While a healthy reserve is a great thing, use the large reserve of funds to provide public benefit rather than just a way to earn interest in the bank. Build the remaining section of Poinsettia Road.
- Provide more grants to the arts, and education. Build sidewalks in northwest Carlsbad. Slow the growth down. Keep working to clear the Village of the shabby chic to make room for creative retail and restaurants
- I don't mind doing our part in water conservation but disappointed in so many new developments and unnecessary green parkways in these developments.
- Make a recreation center closer into town. Perhaps even near the lagoon or in hosp grove park that provides after school activities in nature or natural surroundings.
- Facilities, activities, programs, and opportunities that promote strong families, because when the family is strong, the community is strong.

Verbatim Responses: What else should the city consider when developing its budget?

- Do not leave revenue resources on the table. Look to see who is using Carlsbad facilities and make sure that one group is not being subsidized by our entire community for an exclusive competitive sports club. When teams are professionally coached and players pay a coaching fee for the service, this business should be charged for field rentals and they should not be given priority access to turf fields over the volunteer based recreational programs. Carlsbad is subsidizing competitive soccer to the tune of about \$324,000 per year in free field access from their competitive teams. In addition the competitive teams are getting free use of the best field facilities in Carlsbad. This should apply to all sports leagues. Volunteer based recreational teams and not professionally coached teams should continue to receive free access to fields. Professionally coached teams that pay for a coach should not receive free fields nor should they be given priority access to the premium fields within Carlsbad
- We have an opportunity to make Carlsbad a progressive science hub by promoting more start up companies to establish their operation here. Currently, there is no incentive to relocate/establish operations in Carlsbad. If we invested in a program to fill up the business park with high-tech businesses, the City would benefit for many years to come in the form of higher tax revenue and increasing property values.
- Street repairs: some of the streets in downtown suffer from years of benign neglect. Is there not enough in the City's budget to repave them?
- Don't be wasteful
- Speaking personally, I would like oversight on dog parks like Alga Norte where many dogs are not licensed and owners break the rules repeatedly. Why is it that we cannot have animal control stop by once in while on weekends to check dog licenses so we know which dogs have had their shots/
- Street improvements and beautification.
- As I mentioned, I am astonished by the lack of bathroom facilities along the coast. As a family friendly community that prides its beaches we need more bathrooms.
- No more new homes, halt development. Protect beach, parks and current open space. Add pocket parks in older neighborhoods.
- Consider selling the Crossings Golfcourse, this is a drain on the yearly budget... \$1 million per year is what I was quoted by employees of The Crossings.
- Don't focus so much on cost-recovery mentality. These are our tax dollars at work; we don't need to pay twice.
- Better streets. The asphalt on some of our roads is pretty bad. The fields at our elementary schools are pretty bad too.
- Safety of its citizens should be a primary concern.
- Develop and increase the capacity to convert salt water to fresh water.
- NA
- No more gaudy art work and round about instead of that hideous statue You should have properly landscaped the roundabout at Lego and Drive and Cannon, just sayin
- Pay attention to the surveys. Consulting is expensive.
- N/a
- Pay close attention to the basic infrastructure of the City. No deferred maintenance
- Thank you for Alga Norte.
- Promoting homeownership among lower income residents.

Verbatim Responses: What else should the city consider when developing its budget?

- I reiterate...PLEASE continue with the REDEVELOPMENT of CARLSBAD VILLAGE...At the very least, older residential and commercial properties need to be addressed with regards to their outward aesthetics. (CARLSBAD VILLAGE - Referring to the entire historical area of the city at it's entrance from the city of Oceanside to Tamarack Blvd.) Thank you..
- People of color, low-income people.
- Bus service improvements for schools.
- Budget more funds for improvements to the Coastal area, including improving beach access with community gathering places and visual and performing art sites.
- There is a a traffic medium at Levante and Anillo that should be landscaped with public art - put some resources into the SW quadrant to this City.
- Be smart.
- take care of the people who have lived here a long time. stop trying to attract new ones here. be smart
- Focus on south Carlsbad at times. The large open space on Calle Barcelona (currently fenced in) in La Costa Valley could be an amazing mulit-use park, its beautiful!
- I would very much like Carlsbad to consider its support of childhood education. The elementary schools are quite crowded and it would be a wonderful selling point for new businesses and residents of the schools could have smaller class sizes.
- Keep up the street signs in 92008 - we got new ones - now for the rest.
- a bike park
- Stop catering to the developers and do what you say you are trying to do "create a more small town" "community friendly" city.
- Stop listening to the "Tax Revenue" voices and take the time to listen to the Residents who live here or these "politicians" will be voted out!
- Getting rid of the Utility poles when ever financially possible. Figuring out what to do with the power plant once the other plants come on line.
- use the land that they will get from the "stacks" to build another area for restaurants and shops etc..
- Crime seems to be increasing, adjust quickly to counter this trend.
- Expand the runway and invite Skywest Back or any other commercial airline that will deal with you.
- More (free/inexpensive) activities for babies/toddlers/young children in "north" part of Carlsbad
- The use of the building purchase from Farmers Insurance - the use of the New High School which has a multi million dollar athletic field that is used by Pop Warner - waste of tax payers money. No wonder the students do not wish to attend if they cannot have a football team.
- Spread the wealth throughout the ENTIRE community.
- It's a beautiful city, and we are very happy here overall. I think your core values and questions adequately address important concerns, and I sincerely thank you for the opportunity to comment.
- As mentioned, a possible tram along our Carlsbad coast.
- Relocate Palomar airport or at the very least sharply limit plane traffic and private training flights. The taxes Carlsbad accrues from these private companies is far outweighed by the damage to the community quality of life and property values. The

Verbatim Responses: What else should the city consider when developing its budget?

noise has gotten exponentially worse in the last 4 years. We do not want to become like the community around a major airport.

- Take into consideration these suggestions and input from the community. Spend more money on improving what the city already has that has proven successful and build on this. Thank you.
- social services. Ensure those that need help have the opportunity to improve their lives and become contributors to the Carlsbad community
- Some kind of Performing Arts venue.
- Already commented earlier.
- You have some freeway on ramps along the 5 that have tall grass/weeds. I would revitalize all areas around the freeway ramps to include rock and landscape on drip. It will help in the event of a fire and it will give a great impression to tourists.
- Emphasizing human beings (pedestrians & bicycles) over automobiles.
- consider outsourcing with an objective view. if the City can do it cheaper, so be it. but perform an objective analysis. also, when bargaining with employee units, someone needs to be on the public's side of the table, and not H&R.
- More community events.
- The taxpayer. Many people would agree with things that i think are just plain silly. We elect people to do the budget, and the time to consider it is during an election. People with time on their hands are most likely to respond to your survey.
- Force Carlsbad school district to revisit their boundary and have all the kids who live in Carlsbad belong to Carlsbad schools as oppose to get shipped to San Marcos schools
- A plan needs to be developed for city facilities and properties. Properties that are not needed should be sold and the revenue used for government purposes. Revenues earmarked for specific purposes should be spent for the intended purpose rather than being saved indefinitely. Being fiscally conservative is only acceptable to a point. Generations of Carlsbad children have grown up without planned parks being constructed due to the inability to spend money collected for this specific purpose. Allocate a portion of TOT revenues to mitigate the impacts of tourism and to fund beach area improvements and maintenance. Consider allocating a portion of TOT revenues to the Housing Trust fund to provide affordable housing for the workers in the low wage hospitality jobs.
- more parking, more public transportation options
- Neighborhood parks, Under-grounding high voltage power lines.
- No question, providing high quality education and enforcing the laws (i.e. dogs on leashes in public places to cracking down on illegal / prescription drug distribution) will be keys to growing a Carlsbad that we all want to live, work, support and play in.
- A transparant delivery system: All vital and novel initiatives should be open to the public to discuss and not just at inconvenient times and locations and relatively in secret - vast majority of citizens don't know when these opportunities occur. Hire an ad firm...every legitimate city in North america that strives to be world class has done this.
- Cleaner beaches. We need to have our beach "dragged" weekly to get rid of the seaweed build up in the summer. They clean the beaches in Orange and LA County this way all the time! Quite nice not having all the flies and smell!!! PLUS, our beach is

Verbatim Responses: What else should the city consider when developing its budget?

not that wide, so it would provide more space for tourists and residents to enjoy the sand.

- adding walking/biking trails on lagoons. adding dog approved places on lagoons/beaches/parks
- Affordable senior housing
- family friendly and outdoor activities
- lower costs for all programs ... lower property taxes
- Bike park
- Incentives for outside tech investment
- More volunteer opportunities to get people outside, working together to accomplish our shared goals! Trail work, community work, etc.
- I think Carlsbad is a beautiful location but I would like to see more restaurants and less shops along State Street. Also, the addition of the round about and sculpture on Coast Hwy was so beautiful. The fountain now needs to be brought up to par with that improvement. The idea of a fountain is a great one! Now, it just needs to be re-done so it doesn't look so out of date!
- Help with green options for homeowners that are new builders. Rebates for using artificial turf and solar right away not just for switching.
- Would be nice to have some sort of small beach access for dogs.
- Annex beaches from the State.
- Include on the city's web site news since there isn't a decent newspaper to disseminate what is going on.
- Less density along El Camino Real, no more housing developments--let's cap the population and try to hold on to what made Carlsbad a place to live well. Traffic is bad all over--no less so in our town.
- I think you do a good job already
- Open space that is accessible by residents. Mountain biking trails.
- Keep long term goals in mind.
- Carlsbad has had, and continue to have, great leadership in maintaining budget efficiency and providing a great service to its citizens and business community.
- consider innovative ways to help the homeless in the community.
- Continue sprucing up downtown. It looks shabby.
- Of course be fiscally prudent.
- South coastal carlsbad lacks good parks with playgrounds. Is there any land available for park use?
- Let's encourage small business growth, and bring residents to those businesses through events and small business shopping days. Consider a small business shopping evening event where shops stay open and residents visit & explore.
- Education! Every year the schools struggle to give our kids important classes due to lack of funding. They ask parents to donate but it's never enough. I don't believe the kids should suffer because the schools can't earn enough through PTA events and donations. The school budgets should include these classes which they lack currently.
- Term limits on the Council. Especially the Mayor.
- Events for locals
- We love our city. Thanks for seeking our input.

Verbatim Responses: What else should the city consider when developing its budget?

- Increased funds for police and security patrols. Focus on reducing crime and reducing the homeless population in certain areas.
- More public parking areas.
- Continue beach sprucing up. Continue smart growth. Keep an eye on traffic. Work better with schools.
- Stop building houses and restructuring for higher density dwellings. Set aside and secure our open space and let residents use it freely.
- Employee compensation and retention. Don't pay less because "you can".
- Please consider that we live in an aging society and keep elder services...especially for transportation and housing...in mind
- Limit airport noise impact
- Staying within the budget and maintaining a solid savings plan so there will be money for the future.
- The elderly population
- We have lived here for 2 1/2 years and enjoy it immensely. The reasons why are pretty much summed by your list of budget items. We are doing well. Keep it up.
- More programs for grown ups to make friends
- Downtown Carlsbad and the barrio should not be the main focus of the budget. I have been watching Carlsbad become more and more unaffordable to the people that grew up here. Why don't you stop blowing money on useless signs to fit in with the rest of the coastal community and focus on bringing the cost of living down. Rent and property taxes in Carlsbad are through the roof.
- Fire preparedness.
- A Beach and lagoon patrol. To many people violate the rules and there is no one to remind them we warnings and fines. Dogs off lease bikes and skate board etc. Beach patrol as part of senior patrol
- Repairing the burned vegetation from last years fires
- Stay in government... Stay away from feel good causes.
- I'd like to see quite zones put in place downtown Carlsbad to stop the loud trains from blowing their horns. Also I'd like see the the Carlsbad village bus stops moved from Washington street to state and to have train stop more north away from grand and the homes downtown.
- Available public transportation within communities like Encinitas small busses.
- Improve east end of Bataquitos Lagoon trail system. It's a disgrace at Arenal.
- Does the city cover insurance cost for police departments misconducts?
- The traffic on El Camino Real. It's atrocious, and only going to get worse with the two new communities being built.
- Helping our children. There our life's & world. More awareness about leading good life styles and morals
- Carlsbad should give more money to local recreational adult leagues.

Demographics

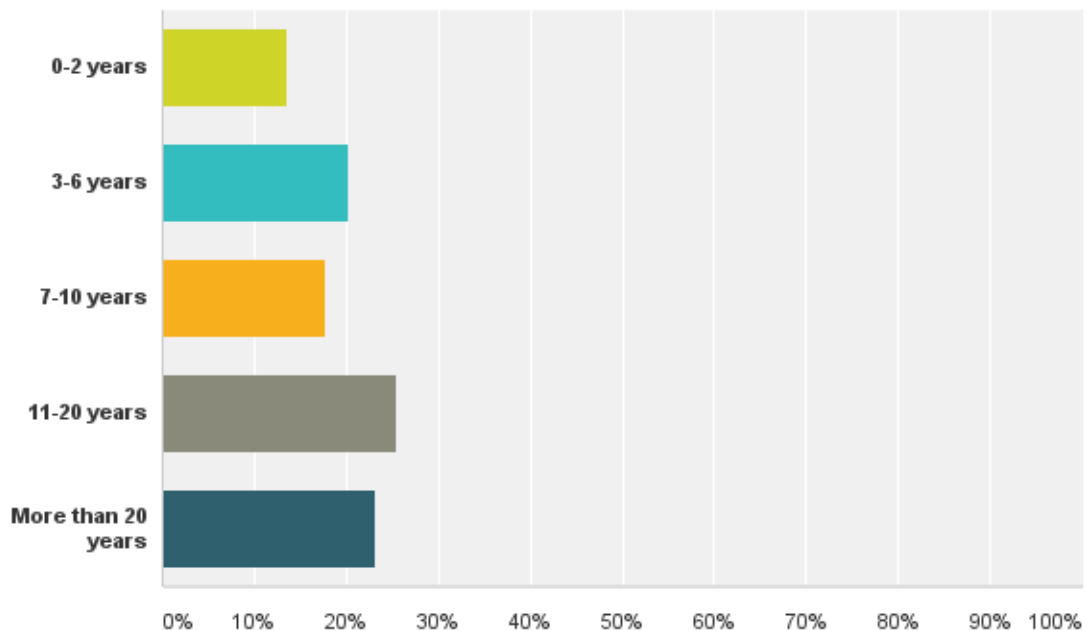
Participants were fairly evenly split among the four ZIP Carlsbad ZIP codes, with only 2 percent coming from outside Carlsbad.

92008	35% *
92009	24%
92010	19%
92011	24%
Other	2 %

**Total equals more than 100% due to rounding.*

Q21 How many years have you lived in Carlsbad?

Answered: 748 Skipped: 167



Q22 How many children under 18 live in your household?

Answered: 742 Skipped: 173

